



INSIGHT JOURNAL
Universiti Teknologi MARA Cawangan Johor

International, Refereed, Open Access,
Online Journal



Special Issue
Volume 5 2019

Selected papers from the 6th IABC 2019

eISSN: 2600-8564
Indexed in MyJurnal MCC

INSIGHT JOURNAL (IJ)

UiTM Cawangan Johor Online Journal Vol. 5: 2019

Special Issue

Selected Papers form IABC2019

eISSN :2600-8564

Published by UiTM Cawangan Johor

insightjournal.my

About

INSIGHT Journal is an online, open access, international refereed research journal established by Universiti Teknologi MARA Cawangan Johor, Malaysia. It is indexed in MyJurnal MCC.

INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

Editorial Board

Editors

Associate Professor Dr. Saunah Zainon (Editor-in-Chief)

Dr. Noriah Ismail (Managing Editor)

Associate Professor Dr. Raja Adzrin Raja Ahmad

Associate Professor. Dr. Carolyn Soo Kum Yoke

Associate Professor. Dr Mohd Halim Kadri

Associate Professor. Dr. Intan Safinas Mohd Ariff Albakri

Associate Professor. Dr. Hj Amanuddin Bin Shamsuddin

Associate Professor. Dr. Syahrul Ahmar Ahmad

Dr. Noor Sufiawati Khairani

Dr. Akmal Aini Othman

Dr. Norashikin Ismail

Dr. Faridah Najuna Misman

Associate Editors

Aidarohani Samsudin

CT Munnirah Niesha Mohd Shafee

Deepak Ratan Singh

Derwina Daud

Dia Widyawati Amat

Diana Mazan

Dr. Kamalanathan M Ramakrishnan

Dr. Siti Nuur-ila Mat Kamal

Fairuz Husna Mohd Yusoff

Fazdilah Md Kassim

Haniza Sarijari

Haryati Ahmad

Ida Suriya Ismail

Isma Ishak

Jaslin Md Dahlan

Mohd Hakimi Harman

Nazhatulshima Nolan

Nik Nur Shafika Mustafa

Nor Haliza Hamzah

Norintan binti Wahab

Nurul Azlin Mohd Azmi

Puteri Nurhidayah Kamaludin

Rohani Jangga

Rosnani Mohd Salleh

Sharazad Haris

Siti Farrah Shahwir

Suhaila Osman

Yuslizawati Mohd Yusoff

Zuraidah Sumery

Reviewers

Professor Dr. Noornina Md Dahlan

University of Hail

Saudi Arabia

Associate Professor Dr. Farha Abdol Ghapar

Kolej Universiti Poly-Tech MARA (KUPTM) Kuala Lumpur

Malaysia

Associate Professor Dr. Hawati Janor

Universiti Kebangsaan Malaysia

Malaysia

Associate Professor Dr. Mohd Halim Kadri

Universiti Teknologi MARA

Malaysia

Associate Professor Dr. Nor Balkish Zakaria

Universiti Teknologi MARA

Malaysia

Associate Professor Dr. Norhani Aripin

Universiti Utara Malaysia

Malaysia

Associate Professor Dr. Raja Adzrin Raja Ahmad

Universiti Teknologi MARA

Malaysia

Associate Professor Dr. Sharifah Zannierah Syed Marzuki

Universiti Teknologi MARA

Malaysia

Associate Professor Dr. Wan Kalthom Hj Yahya

Universiti Teknologi MARA

Malaysia

Dr. Ahmad Fahmi Sheikh Hassan

Universiti Putra Malaysia

Malaysia

Dr. Ahmad Husni Hamzah

Universiti Sultan Zainal Abidin

Malaysia

Dr. Aida Hazlin Ismail

Universiti Teknologi MARA

Malaysia

Dr. Akmal Aini Othman

Universiti Teknologi MARA

Malaysi

Dr. Azizah Daut
Universiti Teknologi MARA
Malaysia

Dr. Faridah Najuna Misman
Universiti Teknologi MARA
Malaysia

Dr. Leny Nofianti
Universitas Islam Negeri Sultan Syarif Kasim, Riau
Indonesia

Dr. Mahyarni
Universitas Islam Negeri Sultan Syarif Kasim, Riau
Indonesia

Dr. Marissa Haque Fawzi
Indonesia Banking School
Indonesia

Dr. Nik Mohd Norfadzilah Nik Mohd Rashid
Universiti Sultan Zainal Abidin
Malaysia

Dr. Noor Sufiawati Khairani
Universiti Teknologi MARA
Malaysia

Dr. Norashikin Ismail
Universiti Teknologi MARA
Malaysia

Dr. Siti Nuur-Ila binti Mat Kamal
Universiti Teknologi MARA
Malaysia

Dr. Ummi Salwa Ahmad Bustamam
Universiti Sains Islam Malaysia
Malaysia

Dr. Wan Amalina Wan Abdullah
Universiti Sultan Zainal Abidin
Malaysia

Dr. Wan Anisah Endut
Universiti Sultan Zainal Abidin
Malaysia

Dr. Wan Zurina Nik Abdul Majid
Universiti Teknologi MARA
Malaysia

Ahmad Othman
Universiti Sultan Zainal Abidin
Malaysia

CT Munnirah Niesha Mohd Shafee
Universiti Teknologi MARA
Malaysia

Fazdilah Md. Kassim
Universiti Teknologi MARA
Malaysia

Jaslin Md Dahlan
Universiti Teknologi MARA
Malaysia

Mohd Hafiz Harun
Universiti Sultan Zainal Abidin
Malaysia

Mohd Hakimi Harman
Universiti Teknologi MARA
Malaysia

Nik Nur Shafika Mustafa
Universiti Teknologi MARA
Malaysia

Noor Azrin Zainuddin
Universiti Teknologi MARA
Malaysia

Nor Haliza Hamzah
Universiti Teknologi MARA
Malaysia

Noryati Yaakub
Universiti Sultan Zainal Abidin
Malaysia

Syamsyul Samsudin
Universiti Teknologi MARA
Malaysia

Yuslizawati Mohd Yusoff
Universiti Teknologi MARA
Malaysia

Zanariah Abdul Rahman
Universiti Teknologi MARA
Malaysia

Reprints and permissions

All research articles published in INSIGHT Journal are made available and publicly accessible via the Internet without any restrictions or payment to be made by the user. PDF versions of all research articles are available freely for download by any reader who intent to download it.

Disclaimer

The authors, editors, and publisher will not accept any legal responsibility for any errors or omissions that may have been made in this publication. The publisher makes no warranty, express or implied, with respect to the material contained herein.

TABLE OF CONTENTS

Foreword by Deputy Rector of Research, Industrial Linkages & Alumni i

Paper Title	Page
Assessment of Halal Governance Issues in Malaysia	1
Stock Market Efficiency: A Pooled Mean Group Approach	9
Customer Preferences in Purchasing Residential Property: An Interview Survey	20
Determinants of Job Satisfaction: How Satisfied Are Employees at Public Universities	28
Intellectual Capital and Corporate Entrepreneurship Toward Firm Performance: A Preliminary Study	36
Exploring the Elements of Audience Engagement in Job Advertising of Job Search Website in Malaysia	48
Fuzzy Simple Hierarchy Analysis for Supplier Selection Decision	55
Determinants of Customer Satisfaction on Catering Service in Electric Train Service (ETS), Keretapi Tanah Melayu Berhad (KTMB)	66
System and Information Quality an Enabler for Assessing ERP Impacts on the Public Sector: The Case of ePBT in Malaysian Local Authorities	74
Marketing Strategy of Tangerang Culineria as One of the Culinary Tourism Objectives in Tangerang City	82
An Overview of a Broadly-Based Entrepreneurial Competencies Model for Business Success of Women Micro-Entrepreneurs in Malaysia	94
Factors Influencing Audit Report Lag in Malaysian Public Listed Companies	100
A Study on Consumer's Acceptance towards Green Banking Practices	109
Distribution of Profits under the Companies Act 2016: Satisfying the Insolvency Test	111
Millennial Grips on Professional Accounting Profession in A Malaysian Setting	124
Environmental Experiences and Positive Environmental Deviance towards Environmental Disclosure Quality: A Conceptual Framework for Internal Corporate Governance	133
The Impact of Malaysian Ringgit Fluctuation towards Profitability of Islamic Banks in Malaysia	146

The Impact of Job Rotation towards Motivation of Nurses in Private Medical Institution in Malaysia	155
The Influence of Social Media Marketing Activities on Brand Equity	161
Measuring Intention to use IP-Belt among Pregnant Mothers using TAM Model: Technology-Based Innovation in Road Safety	169
The effect of perceived usefulness, perceived ease of use, trust and perceived risk toward E-wallet usage	183
Guardianship and Custody of Divorced Couple's Children: Welfare of The Children or Best Interest of The Child, A Comparison Study Between Malaysia and Indonesia	192
Factors Influencing Brand Awareness of Feminine Hygiene Products among Young Female Adults	203
Adoption of Digital Forensic by Malaysian Large Enterprises: A Conceptual Framework	211
The Implementation of The Promotion Mix on Cash Waqf Collection	218
The Role of Social Media on the Performance of Micro, Small and Medium Enterprises (MSMEs) in Palembang City	225
Factors Influencing Purchase Intention Based on Facebook Advertising: DAS	232
Drivers, Enablers and Challenges of Effective Project Managers	239
Organic Rice New Product Screening: Customers Preference Application	252
The Effects of University Environments, Personal Traits and Risk Taking Towards Entrepreneurial Intention Among Undergraduate Students	266
Factors on Drug Addiction: A Case Study at The Cure &Care Rehabilitation Centre (CRCC)	274

FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and is now an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board members.

This volume 5 as well as volume 6 (which will be published in 2020) are special issues for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, the volumes focus mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROF. DR. SAUNAH ZAINON
Deputy Rector of Research, Industrial Linkages & Alumni
Editor-in-Chief for INSIGHT Journal
Universiti Teknologi MARA Cawangan Johor

Determinants of Customer Satisfaction on Catering Service in Electric Train Service (ETS), Keretapi Tanah Melayu Berhad (KTMB)

**Izhar Hafifi Zainal Abidin¹, Intan Suzaini Ab Ghani², Nurizati Mohd Amin³,
Samsul Bahri Usman⁴, and Zul Hazam Mohd Piah⁵**

**¹Lecturer, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
Dungun, Terengganu, Malaysia
*izharhafifi@uitm.edu.my***

**² Undergraduate Student, Faculty of Hotel and Tourism Management, Universiti
Teknologi MARA
Dungun, Terengganu, Malaysia
*intansuzain96@gmail.com***

**³ Undergraduate Student, Faculty of Hotel and Tourism Management, Universiti
Teknologi MARA
Dungun, Terengganu, Malaysia
*nurizatimohdamin@yahoo.com***

**⁴ Lecturer, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
Dungun, Terengganu, Malaysia
*samsu271@uitm.edu.my***

**⁵ Lecturer, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
Dungun, Terengganu, Malaysia
*zulhazam@uitm.edu.my***

Abstract

In Malaysia, Electrified Train Services (ETS) is the first high speed intercity train system. ETS was executed under the Eighth and Ninth Malaysia Plan with the intention to enhance the operational efficiency and service of Keretapi Tanah Melayu Berhad (KTMB). This service provides an improved travel time for a long-haul journey. As a competitor to other means of public transportation such as airline, this ETS service must be constantly innovative to stay relevant. To maintain and improve this service, the underlying forces that affect customer satisfaction including catering service, needs to be understood. The purpose of this study is to identify the determinants of customer satisfaction on the catering service in ETS of KTMB and among the most common factor discussed are food quality, service quality and atmosphere. 180 questionnaires were distributed to passengers who buy meals at the ETS cabin café and a total of 104 questionnaires were returned. Descriptive analysis was first conducted to examine the demographic characteristics of the respondents. Multiple linear regression analysis was then performed to determine the relationship among variables. The findings of this study clearly show that there were positive relationships between food quality and atmosphere with customers' satisfaction in a surprising manner, no significant relationship between service quality and customers' satisfaction discovered. Among the two significant factors, the food quality has the

strongest influence on customers' satisfaction. Therefore, it is necessary for the ETS catering to continuously understand customers' need especially with regards to food quality. Improving customers' satisfaction will lead to the development of customer relationship, revenue increase and stronger competitive advantage.

Keywords: Catering, Transportation / Railway Catering, Passenger Satisfaction, KTM (ETS).

1. Introduction

The maximization of financial returns is the goal of each profit-oriented organization and as a matter of fact, it is the common benchmark by which business measure success. However, most successful businesses have become acquainted with the idea that money is only the by-product of their actual purpose of existence, which is to create value for their stakeholders and will only follow if this purpose is fulfilled. In addition to that, if the value they provided exceeded the expectation of their stakeholders, they in return could envisage a brighter financial performance ahead since their stakeholders is expected to be satisfied and will return and patronize their product and service offerings.

KTMB strives to provide better service for its customers and in August 2010, it commenced its ETS to provide Malaysian and travelers with different means of inter-city traveling options. This service is better from KTMB's existing traditional train service since it provides improved travel time for a long-haul journey. As a competitor to the other means of public transportation like airline, this ETS service must innovate to stay relevant and in January 2018, KTMB has signed a catering service agreement with Brahim's SATS Food Services Sdn. Bhd., where the latter will render its catering services onboard all ETS operated by KTMB; effective from May 2017. This venture is known as Keretapi Tanah Melayu Catering Service (KTMC).

This new product offering by KTMB is giving its passengers more value and as to maintain and improve this service, the underlying force that affects customers' satisfaction on catering services need to be understood. Food quality, service quality and atmosphere are among the most common factors that contributed to customers' satisfaction. If the business misjudged or failed to recognize these dimensions, satisfaction of their customers is not guaranteed and may threaten the success of its products or services offerings. Linieri (2013) stated that customers' satisfaction is important to a business but achieving satisfaction is complex because it consists of various components, such as expectations or trusts that make a person satisfied. The problem of customers' satisfaction has occurred in other inter-city public transportation service like in the aviation industry (Gebremariam, 2016; Rhoades et. al, 1998; Randall Brandt & Reffett, 1989) and this could be an important point of reference to KTMB to avoid such occurrence from happening to its ETS Cabin Cafe service.

The design and implementation of a strategic based on customers' satisfaction cannot be successful unless the owners determine how customers perceived its products and services. Thus, it is important to understand the factors affecting customers' satisfaction.

Since catering services in ETS is still new, therefore it is a virtually non-existent study. This study is conducted in the hope that some questions pertaining customers' satisfaction pertaining products and services offered by ETS are answered.

2. Customer Satisfaction and its Influencing Factors

Customer satisfaction has the largest effect on customer engagement (Hapsari et al, 2017; Kim & Shan 2015) and relates directly to the customer perception and purchase intention (Edogi, 2017). It is a key element for any service-oriented business (Kabir, 2016). The physical elements of the service and the service convenience are important in determining the overall customer satisfaction (Shahijan et al., 2018; Gebremariam, 2016; Pantouvakis & Lympelopoulou, 2008) and according to Archana & Subha (2012), service quality can be determined as overall consumer's impression of the relative efficiency on the service and the organization. Crews' friendliness, language skill and grooming, as well as personal touch in term of individual attention, kindness, courtesy, and punctuality are part of the service quality mentioned (Namukasa, 2013; Nathanai, 2008; Babbar & Koufteros, 2008).

Besides that, there are several other affecting factors like food quality (Hanaysha, 2016; Al-Tit, 2015; Jooyeon & Soo, 2010; Ryu & Han, 2010) and atmosphere (Hanaysha, 2016; Ahmadpour, 2016; Ali et al, 2015; Mohi, 2012; Jooyeon & Cheong, 2010). Some components like varieties of menu items, proper freshness, taste quality, reasonable temperature, perceived price and appealing presentation are greatly influence the judgement of the customers when evaluating food quality and a consultation with professional chefs is a normality when designing a proper menu (O'Hara & Strugnell, 1997). While the physical surroundings such as the décor, layout, seat comfort and cleanliness that are accompanied with pleasant sound, where the dine-in takes place, will reflects the quality and create favourable emotions for the customer (Keshavarz et al, 2016; Ahmadpour, 2016; Mohi, 2012; Ryu and Han, 2010).

3. Materials and methods

3.1 Sampling and Instrument

The population of this study was the ETS passengers that patron the ETS Cabin Café service. However, there is no database which recorded this population; neither in the past nor in the present time, making it unlikely to obtain an ideal sampling frame for this study. Besides that, the exact number of the population is also indeterminable as it is not precise every time and it is even harder to detect how many passengers have even eaten in the café. As reveal in the schedule of KTMB's traffic statistics, the number of ETS passengers has always increases from the year 2010 to 2016. In this case, it always depends on which errors a researcher wants to consider affecting the results. Thus, the purposive sampling was adopted to be used in this study. According to Rowley (2014), purposive sampling is used when researchers know something about the specific cases and deliberately selects specific ones because they are likely to produce the most valuable data. Thus, the weekend ETS passengers who travel in a long-haul return trip of Kuala Lumpur and Padang Besar and patron the ETS Cabin Café were purposively sampled and a self-reported experience through a questionnaire survey was chosen as the means of data collection. This return trip had been chosen as suggested by the Operation Executive of KTMC, since the trip has the highest number of passengers (320 in total) and

approximately 30-35% of them will use the ETS Cabin Café service. The questionnaire was designed based on all the core constructs stipulated in the study framework and was presented in dual languages (Malay and English). The questionnaires consisted of two parts. Part A was created using a nominal scale to obtain the demographic information of the respondents. For part B, it consists of four (4) sections. Section (A) was used to identify the level of food quality provided by ETS cabin café while section B and C were developed to identify the effect of service quality and atmosphere respectively. Next, section D was designed to determine the overall passenger satisfaction on the catering service provided by ETS.

3.2 Data Collection

The KTMB Corporate Planning Manager and SBU Intercity/ETS Marketing Manager were first contacted with official letter in acquiring permission to undertake the survey in the ETS. A draft survey instrument was also given. Subsequently, after getting the approval from the respective managers, a total of 180 questionnaires were administered and of these 180 questionnaires, 104 responses were obtained. The reliability test was then undertaken for Part B which included Section A, B, C and D, separately. The result showed that the instrument and items used was reliable with coefficient alpha value at 0.903 for Section A, 0.952 for Section B, 0.920 for Section C and 0.913 for Section D.

4. Analyses and Results

4.1 Respondent Profiles

Frequency test revealed most of the respondents were female with 52.90% (n=55) compared to male, 47.10% (n=49). The largest respondents were from two age groups, age 25-34 years and 45 and above, which shared the same amount of percentage and frequency, 25.00% (n=26). Followed by the age group of 35-44 years, 20.20% (n=21), 18-24 years, 17.30% (n=18) and below 18 years, 12.50% (n=13). Most of the respondents were from the income range group of students, no income and retired persons which was 26.90% (n=36). Then followed by below RM3860, 26.90% (n=28), RM3860-RM8319, 25.00% (n=26) and RM8319 and above which was 13.50% (n=14). The respondents who have taken the ETS three times a year or more was 47.10% (n=49) while taken the ETS once or twice per month was 39.40% (n=42). Finally, the respondents taken ETS more than twice per month was 12.50% (n=13).

4.2 Relationship between Factors (Food Quality, Service Quality, Atmosphere) and Customer Satisfaction

Multiple regression was employed to help determine which of the three independent variables (factors) could be used to predict the passenger satisfaction on catering service provided by ETS. The model was significant [$F(3,100) = 113, p < .001$] with the predictors explaining 77% of the variation in the customer satisfaction on catering service in ETS. Among the three predictors, which are Food Quality, Service Quality and Atmosphere, entered into the model, two made statistically contributions to customer satisfaction and that predictors were the Food Quality and Atmosphere with sig. value at .000 and .001 each, when $p < .01$. In terms of importance, Food Quality made the largest unique contribution to the model with $\beta=.573$.

Table 1 Summary of Multiple Regression Analysis

	B	SE B	β
Constant	-.013	1.064	
Food Quality	.436	.056	.573*
Service Quality	.044	.069	.056
Atmosphere	.312	.093	.313*

Note: $R^2 = .772$, $*p < .01$

Based on the Coefficient table, one variable that is service quality was found to be not significant to be included in the model ($0.526 > 0.05$). Therefore, removing this variable could be considered in order to improve the model.

5. Discussion and Conclusion

It is apparent from this study that food quality plays a big role in ensuring customer satisfaction in ETS. This is supported by Ahmad (2015) who concluded that the most significant factors that contribute to a higher level of customer satisfaction is food quality. Key attributes like taste, presentation, temperature, portion size, menu option, price, and value were deemed to be important by the customer for them to patronize any catering services. The customers incline to measure food quality based on these elements (Hanaysha, 2016) and price exclusively was stressed by Ryu & Han (2010) as the major element to be looked at.

Another important insight from this study is that atmosphere did affect the customers' satisfaction and this finding is similar to Hanaysha (2016) who indicated that physical environment has a significant effect on customers' satisfaction. This means that customers who are probably build up a higher degree of satisfaction may have favorable perceptions of the physical environment. Antecedently, Jooyeon & Soo (2010) supported this notion after their study found that atmospheric elements of interior design and layout can highly influence customer contentment. Moreover, as asserted by Ryu and Han (2010), customer satisfaction level increases when the physical environment reflects quality.

Surprisingly, another profound discovery in this ETS Cabin Café study is that service quality has no significant influence on the customers' satisfaction. This unpredicted finding does not support the empirical findings of Shahijan et. al. (2018) and many other past literatures. This is likely to be due to the fact that customers may already have a certain kind of expectation regarding the standard level of service provided by this kind of catering or the service quality is commonly encountered and has no special distinction that it makes the service to be too common.

To conclude, the finding of this study will help to understand better the ongoing discussion of the customers' satisfaction in the mobile catering services and provide a foundation for future researchers and generating the future direction of other similar perspective studies.

Acknowledgments

The authors would like to thank Keretapi Tanah Melayu Berhad (KTMB), Brahims SATS Food Service Sdn. Bhd. and respondents involved in this study for their kind cooperation and their insightful comments and suggestions.

References

- Ahmadpour, N., Robert, J.M. & Lindgaard, G. (2016). Aircraft passenger comfort experience: Underlying factors and differentiation from discomfort. *Applied Ergonomics*. 52. 301-308. 10.1016/j.apergo.2015.07.029.
- Ali, A. (2016). *Exploring lean strategy for service quality improvements in UK based airline* (Order No. 10294091). Available from ProQuest Dissertations & Theses Global.(1837022743). Retrieved from <http://search.proquest.com.ezaccess.library.uitm.edu.my/docview/1837022743?acountid=42518>
- Al-Tit, A. (2015). The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention. *Asian Social Science*. 11. 129-139. 10.5539/ass.v11n23p129.
- Archana, R. & Shuba, M.V. (2012). A study on service quality and passenger satisfaction on Indian airlines, *International Journal of Multidisciplinary Research*, 2(2).
- Babbar, S. & Loufteros, X. (2008) "The human element in airline service quality: contact personnel and the customer", *International Journal of Operations & Production Management*, Vol. 28 Issue: 9, pp.804-830, <https://doi.org.ezaccess.library.uitm.edu.my/10.1108/01443570810895267>
- Edogi, B. A. (2017). *A qualitative case study on customer satisfaction with low-cost airlines: Perceptions of airline customers* (Order No. 10256467). Available from ProQuest Dissertations & Theses Global. (1878083617). Retrieved from <http://search.proquest.com.ezaccess.library.uitm.edu.my/docview/1878083617?acountid=42518>
- Gebremariam, B. T. (2016) *An integrated analysis of the relationship between productivity, quality, customer satisfaction, and financial performance in the US airline industry: the application of the resource-based view and stakeholder theory*. PhD thesis, University of Nottingham.
- Hanaysha, J. (2016). Testing the Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry. *Asian Economic and Social Society*. All rights reserved ISSN (P): 2309-8295, ISSN (E): 2225-4226 Volume 6, Issue 2, 2016, pp. 31-40.
- Hapsari, R., Clemes, M.D. & Dean, D. (2017) "The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty", *International Journal of Quality and Service Sciences*, Vol. 9 Issue: 1, pp.21-40, <https://doi.org/10.1108/IJQSS-07-2016-0048>
- Jooyeon, H. and Soo, C. (Shawn), J. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29, 520–529.
- Jooyeon, H. and SooCheong (Shawn), J. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29, 520–529.
- Kabir, J. M. (2016). *Factors influencing customer satisfaction at a fast food hamburger chain: The relationship between customer satisfaction and customer loyalty* (Order No. 10169573). Available from ProQuest Dissertations & Theses Global.

(1834002595). Retrieved from
<http://search.proquest.com.ezaccess.library.uitm.edu.my/docview/1834002595?accountid=42518>

Keshavarz, Y., Jamshidi, D. and Bakhtazma, F. (2016). The Influence of Service Quality on Restaurants' Customer Loyalty. *Arabian Journal of Business and Management Review (Oman Chapter) Vol. 6, No.4, November 2016.*

Kim, J. and Shan, Q.H. (2015), "Motivation and satisfaction of Chinese tourists in Korea", in Sharma, D. (Ed.), *Cultural Perspectives in a Global Marketplace: Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham.

Linier, M.d. (2013). *Factors that contribute to the decline of customer satisfaction in banking* (Order No. 3601428). Available from ProQuest Dissertations & Theses Global. (1466304663). Retrieved from
<http://search.proquest.com.ezaccess.library.uitm.edu.my/docview/1466304663?accountid=42518>

Mohi, Z. (2012). *An Analysis of Restaurant Patrons' Experiences in Malaysia: A Comprehensive Hierarchical Modelling Approach.*

Namukasa, J. (2013) "The influence of airline service quality on passenger satisfaction and loyalty: The case of Uganda airline industry", *The TQM Journal*, Vol.25 Issue: 5, pp.520-532, <https://doi-org.ezaccess.library.uitm.edu.my/10.1108/TQM-11-2012-0092>

Nathanail, E. (2008). Measuring the quality of service for passengers on the hellenic railways. *Journal of Department of Civil Engineering, Pedion Areos Transportation Research Part A*, 42, 48-66. Official KTMB portal (n.d), from https://intranet.ktmb.com.my/ktmb_ui/portal/left/127

O'Hara, L. & Strugnell, C. (1997). "Developments in in-flight catering", *Nutrition & Food Science*, Vol. 97 Issue: 3, pp.105-106, <https://doi.org/10.1108/00346659710161948>

Pantouvakis, A. & Lymperopoulos, K. (2008) "Customer satisfaction and loyalty in the eyes of new and repeat customers: Evidence from the transport sector", *Managing Service Quality: An International Journal*, Vol. 18 Issue: 6, pp.623-643, <https://doi-org.ezaccess.library.uitm.edu.my/10.1108/09604520810920103>

Randall Brandt, D & Reffett, Kevin. (1989). Focusing on customer problems to improve service quality. *Journal of Services Marketing*. 3. 5-14. 10.1108/EUM0000000002495.

Rhoades, D., Waguespack, B. & Treudt, E. (1998). Service quality in the US airline industry: Progress and problems. *Managing Service Quality*. 8. 306-311. 10.1108/09604529810235763.

Rowley, J. (2014). "Designing and using research questionnaires", *Management Research Review*, Vol. 37 Issue: 3, pp.308-330, <https://doi.org/10.1108/MRR-02-2013-0027>

Ryu, K. and Han, H. (2010). Influence of The Quality of Food, Service, and Physical environment on Customer Satisfaction and Behavioural Intention in Quick-Casual

Restaurants: Moderating Role of Perceived Price. *Journal of Hospitality & Tourism Research*, Vol. 34, No. 3, August 2010, 310-329

Shahijan, M.K., Rezaei, S. & Amin, M. (2018) "Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention", *International Journal of Quality & Reliability Management*, Vol. 35 Issue: 10, pp.2304-2327, [https:// doi.org/10.1108/IJQRM-07-2017-0135](https://doi.org/10.1108/IJQRM-07-2017-0135)



I J
INSIGHT JOURNAL
Universiti Teknologi MARA Cawangan Johor

eISSN: 2600-8564