
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

THE MEDIATING ROLE OF BRAND EXPERIENCE ON PRODUCT QUALITY, SERVICE QUALITY AND CONSUMER RESONANCE OF FAVOURITE FAST FOOD BRAND

Rozita Hj. Naina Mohamed

Associate Prof. Dr. Norzaidi Mohd Daud

Associate Prof. Dr. Rosidah Musa

ABSTRACT

Despite the importance of the Local Fast Food market segment and the growing revenues, nevertheless, not much has been done to understand on local home grown fast food brand consumers. This study samples customer's fast food consumption experience from their most favourite fast food brand in Malaysia by using quota sampling. The presentation of the sample's demographic statistical descriptive analyses is based on frequency scores and percentages. An evaluation of mean scores and standards deviation of scale measurements for key hypothesized constructs will also be undertaken. The results provide an insight into the practical implications that could influence successful implementation of branding models specifically for the local home grown fast food industry. Indeed, it could also unveil the opportunity for the chained fast food businesses even for Asian or Western fast food to reformulate their branding strategies to increase its revenues and earnings in today's competitive environment.

KEYWORDS

Product Quality, Service Quality, Brand Experience, Consumer's Resonance, Local Fast Food Brand.