



THE INFLUENCE OF PERSONALITY, HEALTH  
AND VARIETY ON CUSTOMERS' REVISIT  
INTENTION TO INTERNATIONAL FAST  
FOOD RESTAURANT (IFR)

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### 1.7 Significance of the Study

#### 1.7.1 Fast Food Restaurants

#### 1.7.2 Body of Knowledge

### 1.8 Limitations of study

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Introduction

10

### 2.2 Rapid Introduction

11

### 2.2.1 Rapid Introduction

13

# TABLE OF CONTENT

	PAGE
<b>TITLE PAGE</b>	<b>i</b>
<b>DECLARATION OF ORIGINAL WORK</b>	<b>ii</b>
<b>LETTER OF TRANSMITTAL</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENT</b>	<b>v</b>
<b>LIST OF FIGURE</b>	<b>vii</b>
<b>LIST OF TABLE</b>	<b>ix</b>
<b>ABSTRACT</b>	<b>x</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>24</b>
<b>1.0 Introduction</b>	<b>1</b>
<b>1.1 Background of Study</b>	<b>3</b>
<b>1.2 Problem Statement</b>	<b>6</b>
<b>1.3 Research Question</b>	<b>6</b>
<b>1.4 Research Objectives</b>	<b>6</b>
<b>1.5 Hypotheses of the Study</b>	<b>7</b>
<b>1.6 Scope of Study</b>	<b>8</b>
<b>1.7 Significant of the Study</b>	<b>8</b>
<b>1.7.1 Fast Food Restaurants</b>	<b>8</b>
<b>1.7.2 Body of Knowledge</b>	<b>9</b>
<b>1.8 Limitation of Study</b>	<b>9</b>
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>35</b>
<b>2.0 Introduction</b>	<b>10</b>
<b>2.1 Revisit Intention</b>	<b>11</b>
<b>2.2 Brand Image</b>	<b>13</b>

2.3 Fast Food Restaurant	14
2.4 Brand Personality	15
2.5 Variety	16
2.6 Health	18
2.7 Conceptual Framework	20
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	
3.0 Introduction	21
3.1 Research Design	22
3.2 Unit of Analysis	23
3.3 Data Collection Method	24
3.4 Research Instrument	24
3.4.1 Questionnaire	24
3.5 Measurement and Scale	25
3.6 Origin of Construct	27
3.7 Data Analysis	30
3.7.1 Data Analysis Procedure	30
3.7.2 Reliability	30
3.7.3 Descriptive Analysis	32
3.7.4 Pearson Correlations Analysis	32
3.8 Conclusion	34
<b>CHAPTER 4: DATA ANALYSIS AND FINDINGS</b>	
4.0 Introduction	35
4.1 Questionnaire Distribute, Returned and Completed	36
4.2 Demographic Analysis	37
4.2.1 Respondent's Gender	37
4.2.2 Respondent's Age	38

## ABSTRACT

This study for investigate the influence of consumers' revisit intention in fast food restaurant by the three independent variables; personality, variety and health. To know the influence of consumers' revisit intention, there are objective research and research question. Each the independent variables have citations from other journals, articles, and researchers, and before to have answered from respondents, I have used the methodology for make a questionnaires. The questionnaires I have found a similar topic with this study, however, I have changes the question for this topic. The questionnaire had being finished and had spread by using online for the easier respondents answered.

After have the answered from respondents, I using the SPSS Software for the data analysis and finding. The data analysis and finding have help me to know the reason of the consumers' revisit intention in fast food restaurant. Therefore, from the independent, variables I get know the relationship between independent variable and the dependent variable.