

The Effect of Food Quality, Price Fairness and Physical Environment on Customer Satisfaction in Fast Food Restaurants in Kathmandu

Anamol Bhandari*

Abstract

This study examines the effect of food quality, price fairness and physical environment on customer satisfaction in fast food restaurants in Kathmandu. Customer satisfaction is selected as the dependent variable. Similarly, price, food quality, service quality, service time and physical environment are selected as the independent variables. This study is based on primary data with 123 observations. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of different factors influencing food quality, price fairness and physical environment on customer satisfaction in fast food restaurants in Kathmandu.

The study showed that service quality has a positive impact on customer satisfaction. It means that increase in service quality leads to increase in customer satisfaction. Similarly, food quality has a positive impact on customer satisfaction. It means that increase in food quality leads to increase in customer satisfaction. Moreover, the service time has a positive impact on customer satisfaction. It indicates that better the service time, higher would be the customer satisfaction. In addition, the physical environment has a positive impact on customer satisfaction. It indicates that better physical environment leads to increase in customer satisfaction. Likewise, the price has a negative impact on customer satisfaction. It means that increase in price leads to decrease in customer satisfaction.

Keywords: price, food quality, service quality, service time, physical environment, customer satisfaction

1. Introduction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Service quality and customer satisfaction are important aspects of business since a company's growth is largely dependent on how well it maintains its customers through service and how well they keep their customers satisfied (Edward and Sahadev, 2011). According to Chang *et al.* (2017), customer satisfaction is expected to result from good service efficiency, which will improve customer engagement and inter-relationship.

González *et al.* (2007) asserted that customer satisfaction is linked to high service quality, which makes businesses more competitive in the marketplace. Due to the intense competition, companies have realized that the key to success is retaining customers. Likewise, companies have also realized that satisfied customers can be retained easily. Therefore, customer satisfaction is the core of the success of any organization (Oliver, 1999). Priyo *et al.* (2019) stated that service quality is essential for customer satisfaction and loyalty in the service industry. Service quality is a good predictor of customer satisfaction in the communication industry. Thus, companies should improve customer service at the right time (Agyapong, 2011).

According to Chang *et al.* (2017), customer satisfaction is expected to result from good service efficiency, which will improve customer engagement and interrelationship.

* Mr. Bhandari is a Freelance Researcher, Kathmandu, Nepal.

Customer satisfaction is defined as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product (Tse and Wilton, 1988). Customer's involvement is also important as when buyer consider the product important and invests time to seek information then it ultimately enhances the satisfaction level (Russell-Bennett *et al.*, 2007). Gold and Wooldridge (1995) stated that the concept of customer satisfaction is new to the companies which have given more preference to price and availability of products for caring profits. Therefore, there must be clarity as to what customer satisfaction really means.

Suja (2000) found that the success of the firm will be determined by how effective it has been in meeting the diverse customer needs and wants by treating each customer as unique and offering products and services suits his/her needs. According to Xia *et al.* (2004), price fairness refers to consumers' assessments of whether a seller's price is reasonable, acceptable or justifiable. In a separate study on factors affecting customer satisfaction, the authors found that charging a fair price helps to develop customer satisfaction and loyalty. Herrmann *et al.* (2007) concluded that customer satisfaction is directly influenced by price perceptions, albeit indirectly, through the perception of price fairness. The price fairness itself and the way it is fixed and offered have a great impact on satisfaction.

According to Bloemer and Odekerken (2002), customer satisfaction is the result of successful marketing that creates value for consumers. Contemporary marketing efforts are geared towards meeting consumers' needs and ensuring customer satisfaction and strategizing on how to retain such customers (Rashid and Hassan, 2009). Judgments of product performance are related to expectations that could enhance the customer satisfaction or brand loyalty (Awan and Rehman, 2014). Liang and Wang (2006) revealed various facts about consumer satisfaction and its relationship with its determinants such as features, prices, availability of spare parts, and soon. Sanjuq (2014) explained that customer satisfaction is a measure of how well the service delivered matches the customer's expectation on providing a better service.

The consumer is price conscious and the brand loyalty is diminishing because of number of options in each segment moreover customers are ready to experiment today (Srivastava, 2015). If the performance matches the expectation, the customer is satisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. It is an era of customer delight for the industry and the conventional measures implemented by the service organization tends to be inadequate to attract customer persistently (Bagodi and Mahanty, 2008).

Satisfaction is defined as a pleasant feeling that you receive something you wanted, or when you have done something you want to do (Raji and Zainal, 2016). In the food product market, the main differentiating factor is the taste of that product so that the consumer gets attracted and stay satisfied with the quality of products they have been consuming. Mar'ati and Tri (2016) found that price is the most critical part of service providers with consumers who use the services. Pricing policies must consider several factors that are mutually beneficial because price affects the most dominant customer satisfaction. Similarly, Novixoxo (2018) stated that price is the essential element considered by consumers in their intention to make repeated purchases.

Sudirman *et al.* (2017) argued that affordable price that has implications for purchase

intention and loyalty, a survey is first conducted to consumers to obtain perceptions about price, so the price that reaches consumers are a competitive price. This finding stated that price is a sensitive factor for consumers in repurchasing, which has implications for their loyalty. Likewise, Yan *et al.* (2022) found that the packaging design approach taken is a packaging innovation step that considers product safety aspects and packaging colors and images that have an appeal to consumers since it is very important to maintain food quality and safety. The transformation of food supply systems has facilitated a change in national and community food availability (Friel *et al.*, 2020). In addition, Johnson *et al.* (2012) revealed that personal dietary choices are affected by food availability.

Dake *et al.* (2016) stated that food availability determines the type, quality and quantity of food residents have access to and are most likely to consume. Steenis *et al.* (2017) found that food items often rely on packaging elements to maintain product quality, prevent product losses, facilitate transportation and storage, and provide marketplace differentiation. While inert or traditional food packaging has provided protection for food items, complexities in distribution and consumer demand have resulted in an extensive exploration into food packaging techniques. Similarly, Fahmi (2016) stated that quality is based on the customer's experience of goods or services, measured by customer requirements, meaning that stated or not stated, consciously or only perceived, technically or subjectively, can represent moving targets in a competitive market. Similarly, Arianto *et al.* (2021) found that product quality is the key to the company winning the competition that will later be able to provide satisfaction to consumers. Ramadani (2020) found that price is strongly tied to and closely related to the fundamental value of consumer perception based on the total retail mix factors in the process of generating a picture and interacting with the product or service in question. In addition, Mutiara *et al.* (2021) revealed that price is a consumer or customer's perception of the price with the goal of high or cheap and acceptable prices have a big influence with the intention of buying and buying satisfaction.

In the context of Nepal, Pandit (2009) asserted that consumer perception about any product is affected immensely by the quality and design of the product. There is huge influence of design of a product in determining the consumer's first perception about the product and the company as a whole (Jha and Bhandari, 2015). Similarly, Pandey and Joshi (2010) found that service quality is positively related to satisfaction, and behavioral intentions. In addition, Sah (2021) found product attributes and price have significant influence on the purchase decision. Karki and Panthi (2018) investigated the impact of the factors of price, service quality, restaurant ambiance and food quality on customer satisfaction in Nepalese restaurants, and the study found that all the factors impacted customer satisfaction. There is a positive relationship between service quality and customer satisfaction (Shrestha and Rawal, 2018). There is a significant relationship between independent variables (taste, price and quantity) and dependent variable (customer satisfaction) through correlation analysis (Rai and Rawal, 2019).

The above discussion reveals that the empirical evidences vary greatly across the studies concerning the effect of food quality, price fairness and physical environment on customer satisfaction in fast food restaurants. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze and examine the effect of food quality, price fairness and physical environment on customer satisfaction in fast food restaurants in Kathmandu. Specifically, it examines the impact of price, food quality, service quality, physical environment, and service time with the customer satisfaction in fast food restaurants in Kathmandu.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 123 respondents structured questionnaire. The study employed convenience sampling method. The respondents' views were collected on price, food quality, service quality, physical environment, and service time used to extract the information of the effect of food quality, price fairness and physical environment on customer satisfaction in fast food restaurants in Kathmandu. This study is based on descriptive as well as casual comparative research designs.

The model

The model estimated in this study assumes that the Price, food quality, service quality, physical environment depends on customer satisfaction. The dependent variable is customer satisfaction and the independent variables are Price, food quality, service quality, physical environment, and service time. Therefore, the model to be estimated in this study is stated as follows:

$$CS = \beta_0 + \beta_1ST + \beta_2PE + \beta_3FQ + \beta_4SQ + \beta_5P + e$$

Where,

CS = Customer satisfaction

PE= Physical environment

FQ= Food quality

SQ= Service quality

P= Price

ST =Service Time

Physical environment was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "How much the restaurant's ambience contributes to your overall satisfaction.", "How satisfied are you with the restaurant's ambience.", and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.905$).

Food quality was measured using a 5-point Likert scale where the respondents were

asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The quality of the food served in this establishment meets my expectations.”, “The variety of food options available positively influences my satisfaction.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.896$).

Service quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The quality of service I received met my expectations”, “I am satisfied with the responsiveness of the service providers.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.894$).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The price of the product is reasonable compared to its perceived value.”, “I believe that the price I paid for the product is justified.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.861$).

Service Time was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “To what extent do you agree that service time met your expectations for a satisfactory experience”, “How satisfied are you with the promptness of the service in relation to the time promised”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.837$).

Customer satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “On a scale from strongly to disagree to strongly agree, please rate your overall satisfaction with our services”, “How satisfied are you with the customer service you received”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.906$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Price

Hanif *et al.* (2010) stated that price have higher influence on customer satisfaction as compared to customer services. Similarly, Arlanda and Suroso (2018) explored the influence of food and beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. The study concluded that customer will be satisfied when the food and beverage is affordable, suitable and at favorable price. Likewise, Dastane and Fazlin (2017) revealed that price is an indicator of product quality, leading to expectations of a better product and determine higher satisfaction. Further, Rachman (2017) found that setting a price that is too high will result in the inability of consumers to make purchases of goods or services and if the price setting is too low often the goods or services offered are considered to have poor quality by consumers. Based on discussion, the study develops the following hypothesis:

H₁: There is a positive relationship between price and customer satisfaction.

Service quality

Quality of service describes a consumer's assessment of the overall superiority of a given service. Therefore, it is very important to manage quality in business to ensure the best quality service for consumers. Foster (2016) concluded that quality has a positive impact on customer satisfaction. Similarly, Bomrez and Rahman (2018) concluded that if the needs, desire and expectations are fulfilled, customers get high satisfaction level and most of the time will be loyal towards the products. Likewise, Vasic *et al.* (2019) found that quality has a positive impact on consumer satisfaction. Based on discussion, the study develops the following hypothesis:

H₂: There is a positive relationship between service quality and customer satisfaction.

Food quality

Bujisic *et al.* (2014) revealed that food quality is one of the most common attributes of restaurant quality and found to have a positive influence on customer satisfaction. Bista (2020) investigated the factors affecting customer satisfaction in restaurant of Kathmandu Valley. The study found that food quality has a positive and a significant impact on the customer satisfaction. Ryu *et al.* (2012) showed a positive relationship between food quality and customer satisfaction. Based on discussion, the study develops the following hypothesis:

H₃: There is a positive relationship between food quality and customer satisfaction.

Physical environment

According to Health (2006), environment involves the physical location as well as the immediate surroundings, behavioral procedures, policies, rules, culture, resources, working relationships, work location, all of which influence the ways employees perform their work. Employees spend fifty percent of their lives within indoor environments, which greatly influence their performance capabilities (Sundstrom *et al.*, 1994). Ganesh (2015) found that physical work environment has a positive relationship between job satisfactions. Based on discussion, the study develops the following hypothesis:

H₄: There is a positive relationship between physical environment and customer satisfaction.

Service time

Davis & Heineke (1998) demonstrated that actual waiting time, perceived waiting time, and the disconfirmation between expected waiting time and perceived waiting time are all related to satisfaction with the waiting experience. More specifically, for customers who are concerned about time, the perception of the time spent waiting is a better predictor of satisfaction than the actual waiting time. Paul *et al.* (2016) stated that fast service, quick connection to the right person, and efforts to reduce queuing time were found to be the factors that are positively associated with overall satisfaction. Lee & Lambert (2000) showed that when customers' expected reasonable waiting time was longer than perceived waiting time, the discrepancy between expected reasonable waiting time and perceived waiting time

influenced service quality and customer satisfaction. The results also showed that negative correlations existed between simulated actual waiting time and customer perceptions of service quality. Davis & Maggard (1990) indicated that the speedy acknowledgement of customer arrivals into the system, that is, the prompt taking of customer orders, is more important to the customers than is the time waiting for their orders to be processed. Based on discussion, the study develops the following hypothesis:

H₅: There is a positive relationship between service time and customer satisfaction.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficients matrix

This table presents Kendall’s Tau coefficients between dependent and independent variables. The correlation coefficients are based on 123 observations. The dependent variable is CS (customer satisfaction). The independent variables are price, food quality, service quality, physical environment, and service time.

| Variables | Mean | S.D | CS | SQ | FQ | ST | PE | P |
|-----------|-------|-------|----------|---------|---------|---------|---------|---|
| CS | 1.989 | 0.640 | 1 | | | | | |
| SQ | 1.980 | 0.782 | 0.026 | 1 | | | | |
| FQ | 1.836 | 0.919 | -0.106 | 0.839** | 1 | | | |
| ST | 2.322 | 0.573 | 0.004 | 0.917** | 0.866** | 1 | | |
| PE | 1.875 | 0.644 | 0.591** | -0.127 | 0.022 | -0.132 | 1 | |
| P | 2.169 | 0.651 | -0.610** | 0.658** | 0.518** | 0.638** | 0.353** | 1 |

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 reveals service quality is positively correlated to the customer satisfaction. It indicates that increase in, service quality leads to increase in customer satisfaction. Likewise, food quality is positively correlated to the customer satisfaction. It means that increase in food quality leads to increase in job satisfaction. Furthermore service time is positively correlated to customer satisfaction. It means that better service time leads to increase customer satisfaction. Likewise, physical environment is positively correlated to the customer satisfaction. This implies that improvement in physical environment leads to the increase in customer satisfaction. Further, price is negatively correlated to the customer satisfaction. It means that higher the price, lower would be the customer satisfaction.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of price, food quality, service quality, physical environment, and service

time on customer satisfaction.

Table 2

Estimated regression result of price, food quality, service quality, physical environment, and service time on customer satisfaction in fast food restaurants in Kathmandu

The results are based on 123 observations using linear regression model. The model is $CS = \beta_0 + \beta_1 ST + \beta_2 PE + \beta_3 FQ + \beta_4 SQ + \beta_5 P + e$, where the dependent variable is CS (customer satisfaction). The independent variables are P (price), FQ (food quality), SQ (service quality), PE (physical environment), and ST (service time).

| Model | Intercept | Regression coefficients of | | | | | Adj. R _{bar} ² | SEE | F-value |
|-------|-------------------|----------------------------|--------------------|-------------------|------------------|-------------------|------------------------------------|-------|---------|
| | | SQ | ST | P | PE | FQ | | | |
| 1 | 0.812 (5.685) | 0.683 (9.972) | | | | | 0.449 | 0.483 | 99.444 |
| 2 | 1.374 (9.392) | | 0.406 (5.822) | | | | 0.214 | 0.577 | 33.891 |
| 3 | 1.595 (13.383) | | | 0.315 (5.384) | | | 0.188 | 0.587 | 28.986 |
| 4 | 0.469 (2.296) | | | | 0.737 (8.536) | | 0.373 | 0.516 | 72.863 |
| 5 | 0.758 (6.106) | | | | | 0.757 (11.993) | 0.541 | 0.441 | 143.821 |
| 6 | 0.830 (5.800) | 0.795 (7.292) | -0.122 (-1.318) | | | | 0.452 | 0.482 | 50.896 |
| 7 | 0.610 (3.920) | 0.966 (8.116) | 0.147 (1.175) | -0.356 (3.085) | | | 0.489 | 0.465 | 39.531 |
| 8 | 0.145 (0.790) | 0.810 (6.880) | 0.008 (0.067) | -0.304 (2.795) | 0.414 (4.176) | | 0.551 | 0.436 | 38.139 |
| 9 | 0.227 (1.378) | 0.542 (4.667) | 0.008 (0.067) | -0.353 (3.612) | 0.202 (2.089) | 0.595 (5.493) | 0.641 | 0.390 | 44.153 |

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Customer satisfaction is dependent variable.

The regression results show that the beta coefficients for service quality are positive with the customer satisfaction. It indicate that service quality has a positive impact on customer satisfaction. This finding is similar to the findings of Baniya and Thapa (2017). Likewise, the beta coefficients for service time are positive with the customer satisfaction. It indicate that service time has a positive impact on customer satisfaction. This finding is similar to the findings of Andaleeb and Conway (2006). Similarly, the price is negative with the customer satisfaction. It indicate that price has a negative impact on customer satisfaction. This finding is similar to the findings of Aslam *et al.* (2018). Further, the physical environment has a positive relation with the customer satisfaction. It indicates physical environment has a positive impact on customer satisfaction. This finding is similar to the findings of Akhtar and Hassan (2021). Moreover, the food quality are positive with the customer satisfaction. It indicates that food quality has a positive impact on customer satisfaction. This finding is similar to the findings of Bujisic *et al.* (2014).

4. Summary and conclusion

Customer satisfaction is defined as a measurement that determines how happy customers are with a company’s products, services, and capabilities. Service quality and

customer satisfaction are important aspects of business since a company's growth is largely dependent on how well it maintains its customers through service and how well they keep their customers satisfied. Customer satisfaction is expected to result from good service efficiency, which will improve customer engagement and inter-relationship.

This study attempts to examine the effect of food quality, price fairness and physical environment on customer satisfaction in fast food restaurants in Kathmandu. The study is based on primary data of 123 respondents.

The major conclusion of this study is that the higher the food quality, service quality, physical environment, and service time, higher would be the customer satisfaction. The study also shows that price is negatively correlated to customer satisfaction. It means that increase in price leads to decrease in customer satisfaction. The study also concludes that the most influencing factor is a food quality followed by the service quality and physical environment are the most influencing factors that explains the customer satisfaction in fast food restaurants in Kathmandu.

References

- Arianto, T., S. Mulyono, I. P. S. Arta, and S. Chaniago, 2021. Increasing vocational education decisions through social media, and price reduction through brand trusts. *Journal of Technology and Innovation* 2(1), 390-395.
- Arlanda, R., and A. Suroso, 2018. The influence of food and beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. *Journal of Research in Management* 1(1), 28-37.
- Awan, A. G., and A. U. Rehman, 2014. Impact of customer satisfaction on brand loyalty: An empirical analysis of home appliances in Pakistan. *British Journal of Marketing Studies* 2(8), 18-32.
- Bagodi, V., and B. Mahanty, 2008. Service quality dimensions in designing profitable business strategies in Indian two-wheeler services. *International Journal of Services and Operations Management* 4(4), 460-480.
- Bista R., 2020. Factors affecting customer satisfaction in restaurant of Kathmandu Valley. *Nepalese Journal of Finance* 5(2), 102-111.
- Bloemer, J. M. M., and G. J. Odekerken-Schröder, 2002. Store satisfaction and store loyalty explained by customer-and store related factors. *Journal of Consumer Satisfaction Dissatisfaction and Complaining Behavior* 15(3), 68-80.
- Bomrez, H. A. A., and N. R. B. A. Rahman, 2018. Factors influencing the service quality on student satisfaction at management Science University. *International Journal of Business Society* 2(8), 1-11.
- Bujisic, M., J. Hutchinson, and H. G. Parsa, 2014. The effects of restaurant quality attributes on customer behavioral intentions. *International Journal of Contemporary Hospitality Management* 26(8), 1270-1291.
- Dake, F. A. A., A. L. Thompson, and S. W. Ng, 2016. The local food environment and body mass index among the urban poor in Accra, Ghana. *Journal of Urban Health* 93(3), 438-455.
- Dastane, O., and I. Fazlin, 2017. Re-investigating key factors of customer satisfaction affecting customer retention for fast food industry. *International Journal of Management, Accounting*

and *Economic* 4(4), 379-400.

- Davis, M. M., and J. Heineke, 1998. How disconfirmation, perception and actual waiting times impact customer satisfaction. *International Journal of Service Industry Management* 9(1), 64-73.
- Davis, M. M., and M. J. Maggard, 1990. An analysis of customer satisfaction with waiting times in a two-stage service process. *Journal of Operations Management* 9(3), 324-334.
- Edward, M., and S. Sahadev, 2011. Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacif. J. Market Logist* 23(1), 327-345.
- Fahmi, M., 2017. Pengaruh harga dan kualitas produk terhadap keputusan pembelian surat kabar tribun medan. *Jurnal Ilmiah Maksitek* 1(1), 42-47.
- Foster, B., 2016. The Impact of price and service quality on customer satisfaction in mutiara hotel Bandung. *American Research Journal of Humanities and Social Sciences* 2(1), 1-12.
- Friel, S., A. Schram, and B. Townsend, 2020. The nexus between international trade, food systems, malnutrition and climate change. *Nature Food* 1(1), 51-58.
- Gold, M., and J. Wooldridge, 1995. Surveying consumer satisfaction to assess managed- care quality: current practices. *Health Care Financing Review* 16(4), 155-175.
- González, M. E. A., L. R. Comesaña, and J. A. F. Brea, 2007. Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *Journal of Business* 60(1), 153-160.
- Hanif, M., S. Hafeez, and A. Riaz, 2010. Factors affecting customer satisfaction. *International Research Journal of Finance and Economics* 60(1), 44-52.
- Herrmann, A., L. Xia, K. B. Monroe, and F. Huber, 2007. The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product and Brand management* 16(1), 49-58.
- Jha, T., and S. Bhandari, 2018. Factors affecting performance and time extension of ongoing construction projects under town development fund, Nepal. *Journal of Advanced Research in Construction and Urban Architecture* 3(4), 7-25.
- Johnson, D. B., E. C. Payne, M. A. McNeese, and D. Allen, 2012. Menu-labeling policy in king county, Ishington. *American Journal of Preventive Medicine* 43(3), 130-135.
- Karki, M. B., M. B. Bhatt, and I. Ghosal, 2022. Analysis of customer's satisfaction towards service quality of hotel industry in Nepal. *International Journal on Recent Trends in Business and Tourism (IJRTBT)* 6(1), 15-25.
- Karki, Y. K., and P. P. Regmi, 2016. Consumer response and their level of satisfaction towards Nepalese coffee. *International Journal of Applied Sciences and Biotechnology* 4(2), 213-216.
- Lee, W., and C. U. Lambert, 2000. Impact of waiting time on evaluation of service quality and customer satisfaction in foodservice operations. *Foodservice Research International* 12(4), 241-254.
- Liang, C. J., and W. H. Wang, 2006. The behavioral sequence of the financial services industry in Taiwan: Service quality, relationship quality and behavioral loyalty. *The Service Industries Journal* 26(2), 119-145.
- Mar'ati, C. M. and S. Tri, 2016. Pengaruh kualitas layanan dan harga terhadap kepuasan konsumen jasa

- transportasi ojek online: Studi pada konsumen Go-Jek di Surabaya. *Jurnal Pendidikan Tata Niaga* 3(3), 37-47.
- Mutiara, S., R. S. Hamid, and A. Suardi, 2021. Pengaruh kualitas layanan persepsi harga dan cita rasa terhadap kepuasan konsumen. *Jurnal Ekonomi dan Ekonomi Syariah* 4(1), 411-427.
- Novixoxo, J. D., P. F. Kumi, L. Anning, and S. Darko, 2018. The influence of price on customer loyalty in the retail industry. *The International Journal of Scholars Bulletin* 4(11), 860-873.
- Pandey, D., and P. R. Joshi, 2010. Service quality and customer behavior intention: A study in the loyalty in Nepalese hotel industry. *Journal of Management Studies* 3(2), 48-49.
- Pandit, S., K. P. Aryal, P. Chaudhary, and G. Sharma, 2009. Consumers' willingness to pay for organic products: A case from Kathmandu valley. *Journal of agriculture and Environment* 10(1), 15-26.
- Paul, J., A. Mittal, and G. Srivastav, 2016. Impact of service quality on customer satisfaction in private and public sector banks. *International Journal of Bank Marketing* 34(5), 606-622.
- Rachman, D. A., 2017. Pengaruh kualitas pelayanan dan harga terhadap keputusan pembelian. *Jurnal Ilmu Administrasi Bisnis* 6(4), 136-143.
- Rai, B., and R. R. Rawal, 2019. Consumers' preference of fast food items in Kathmandu Valley. *NCC Journal* 4(1), 17-25.
- Raji, M. N. A., and A. Zainal, 2016. The impact of customer perceived value on customer satisfaction: A case study of Malay upscale restaurants. *Geografia* 12(3), 58-68.
- Rashid. M., and M. K. Hassan, 2009. Customer demographics affecting bank selection criteria, preference, and market segmentation: study on domestic Islamic banks in Bangladesh. *International Journal of Business and Management* 4(6), 131-146.
- Russell-Bennett, R., J. R. McColl-Kennedy, and L. V. Coote, 2007. Involvement, satisfaction and brand loyalty in a small business services setting. *Journal of Business Research* 60(12), 1253-1260.
- Ryu, K., H. R. Lee, and W. G. Kim, 2012. The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management* 24(2), 200-223.
- Sah, G. K., 2021. Brand preference of professionals towards choosing smartphone in Nepal. *Tribhuvan University Journal* 36(1), 106-121.
- Sanjuq, G., 2014. The impact of service quality delivery on customer satisfaction in the banking sector in Riyadh, Saudi Arabia. *International Journal of Business Administration* 5(4), 77-85.
- Shrestha, S. R., and B. Rawal, 2018. A study on consumer buying behavior with respect to packaging strategy for fast. *International Journal of Research* 5(15), 293-303.
- Srivastava, M., 2015. Influencers of customer satisfaction, customer loyalty relationship a conceptual research model. *Journal of Faculty of Management Studies, Banaras Hindu University* 7(1), 54-65.
- Steenis, N. D., E. Van Herpen, I. A. Van Der Lans, T. N. Ligthart, and H. C. Van Trijp, 2017. Consumer response to packaging design: The role of packaging materials and graphics in sustainability perceptions and product evaluations. *Journal of Cleaner Production*, 162(4), 286-298.

- Sudirman, A., D. Lie, and A. Wijaya, 2017. Pengaruh harga dan ekuitas merek terhadap keputusan pembelian konsumen pada PT Sinar Siantar Sari Pematangsiantar. *Maker: Jurnal Manajemen* 3(1), 1-9.
- Suja, R. N., 2000. A study on customer satisfaction towards hero Honda, International Research. *Journal of Management and Commerce* 1(8), 25-28.
- Tse, D. K., and P. C. Wilton, 1988. Models of consumer satisfaction formation: An extension. *Journal of Marketing Research* 25(5), 204-12.
- Vasic, N., M. Kilibarda, and T. Kaurin, 2019. The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of Theoretical and Applied Electronic Commerce Research* 14(2), 70-89.
- Yan, Wang, L, Q., and W. Chen, 2019. Drivers of purchase behavior and post-purchase evaluation in the Singles' Day promotion. *Journal of Consumer Marketing* 36(6), 835- 845.