

An internal and external factors affecting customer loyalty: A case study of fast food industry in Kulim, Kedah

Abstract

Malaysia is one of the countries which show the largest household budget spending in food. Fast food industries which operating in Malaysia, having a rapidly expanding and balanced growth for the past few years. It is very convenience to the busy lifestyles. McDonald is the highest leading fast food brand among the food and beverages. It is the most successful fast food chain in the world. McDonald's was originated in California, USA in 1954. It has been the most recognized brand in the world. McDonald's has successfully established more than 30,000 franchising in 119 countries. McDonald's also enhancing its brand image through the social activities and sponsorship of special events sports such as sponsorship for the Champions League Football. Based on the results, the highest mean is Satisfaction which has 3.6614 mean and 0.53362 for standard deviation. The lowest mean is Customer Loyalty whereby the mean is 3.1980 and for the standard deviation is 0.78547. It tells that each business should show the primary focus to the customers because they are the source of income for a company. Furthermore, the fast food business is necessary to create customer loyalty for long term endurance in the market. This research includes the factors that affect the customer loyalty towards the McDonald's. The respondents are among 100 customers' who dine in Kulim McDonald's. This study is aimed to examine the internal and external factors affect customer loyalty. This can craft loyalty customers to their business. Customer's loyalty is an important element for a company or business to generate profit and maintain sustainability in the market. Loyal customers are the customer who purchase the company's products and services and maintains the positive assertiveness towards the service provider. Loyalty is also considered as long term pledge which involves the repeated benefaction and favorable point of view.