

INFLUENCE OF FAST-FOOD RESTAURANT SERVICE QUALITY AND ITS DIMENSIONS ON CUSTOMER PERCEIVED VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS

**BY
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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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BUSINESS STUDIES DEPARTMENT

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Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

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Dedication

First of all, I would like to thank Almighty Allah that without his help nothing in this universe is possible. Secondly for completion of this thesis the credit goes to my parents who really worked hard throughout my entire career as well as in my thesis in research, and lastly I would like to thank my thesis supervisor Sir Zeeshan Ali who really supported me throughout my thesis and with his help and support I was able to conduct the research and got my desired results. He is not just a teacher but a great facilitator and mentor too. I also wish him very best of luck throughout his career and looking for his prayers to step forward.

Acknowledgement

First of all, I am thankful to *Almighty Allah*, the most Beneficial and the most Merciful, for giving us strength and making us capable to complete this report and for providing us various opportunities to grow and learn in every walk of life.

I am highly indebted to our course instructor **Sir Zeeshan Ali** for his continuous guidance, support and for his teaching methodology that made us competent to conduct such analysis and to work for this report.

I would also like to express special gratitude towards my parents, family, colleagues, and other friends for their support and encouragement which kept me motivated and helped me in the completion of this thesis.

Abstract

Purpose:

The study has examined the effect of food quality, physical environment quality, employee service quality, on PV among fast-food consumers of Karachi, Pakistan. Also, it examined the effect of PV on customer satisfaction and of customer satisfaction on BI among fast-food consumers of Karachi, Pakistan.

Methodology & Design

The study has collected responses from the customers of fast-food restaurants in Karachi, Pakistan. The current study has explanatory research purpose and causal research design. Also, the current study has used PLS-SEM for data analysis.

Findings

The present paper identified that customer perceived value has a significant and positive relationship with customer satisfaction. Similarly, the results revealed that customer satisfaction has a significant and positive relationship with behavioral intention. The findings revealed that employee service quality has a significant and positive relationship with customer perceived value. Likewise, the results concluded that food quality has a significant and positive relationship with customer perceived value. Finally, the paper identified that physical environment quality has a significant and positive relationship with customer perceived value.

Limitations:

This study solely looks at how the three aspects of fast-food restaurant service quality—food, atmosphere, and service affect customers' satisfaction. The research in this study may not be generalizable to other industries throughout the world because the data only apply to food industry in Karachi, Pakistan.

Implications:

For restaurants to achieve the highest level of customer satisfaction, service quality must be continuously improved. This indicated that the quality of the customer's physical surroundings had a significant and favorable influence on PV.

Keywords

Service Quality, Fast-food, Restaurant, Customer Perceived Value, Customer satisfaction, Behavioral intentions

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IMPACT OF INFLUENCER MARKETING ON THE CONSUMER BUYING BEHAVIOR

BY

SYEDA UMMUL BANEEN NAQVI

45847

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	20 th May, 22	BUKC	Chap 4 and 5	hanif
	15 th Jun, 22	BUKC	Chap 6	hanif

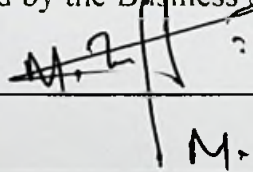
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Supervisor's Signature: 

Date: 19/8/2022

Supervisor's Name: M. Zeshan Ali

HoD's Signature: 

Date: _____

Dedication

I would dedicate this thesis to my parents,

Syed Haider Ali Naqvi and Syeda Kiran Zehra

&

my respected supervisor,

Sir Zeeshan Ali

(Who guided and motivated me throughout the thesis and gave valuable suggestions which helped me in the progression of my thesis)

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I am grateful to my parents for their help and cooperation.

Thanks to all the respondents, family members, and friends who helped and participated in the research. Thanks to all the open literature sources that facilitated my research.

Abstract

Purpose: The present research study aims to investigate the impact of attitude toward the influencer in determination of purchase intention with mediating role of attitude toward the brand of FMCG sector in the Karachi city.

Methodology & Design: The present research study has selected with the quantitative research approach. The study selected with variables like attitude toward the influencer in determination of purchase intention with consideration of attitude of brand of the consumer in the FMCG sector as mediator. The study has also selected with the primary data to perform the analysis in present investigation. The study has also selected with the casual based approach in explaining the impact. The current research work also applied with the application of survey based approach to collect with the required number of response based on convenience sampling approach. The study selected with sample size of 384. The study used questionnaire as data collection instrument. The present research study applied data with descriptive statistics, correlation and regression method using SPSS.

Findings: The results of the study revealed that the coefficient value of attitude toward the influencer reported 0.569 and significant at 5 percent level of significance. The coefficient value of purchase intention reported 0.935 and significant at 5 percent level of significance. The coefficient value of attitude toward the brand reported 0.305 and significant at 5 percent level of significance

Limitations: Financial factor, knowledge to statistical techniques observed as limitations.

Recommendations: It is good to input FMCG sector with better brand management practices and application of brand ambassadors as influencer in determination of purchase intention.

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