

# The Impact of Food Quality and Price Fairness on Re-Patronage Intentions at UiTM Hotel Restaurants

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Received: June 12, 2024    Accepted: Sep. 15, 2024    Published: Sep. 30, 2024

doi:10.5296/ijssr.v12i2.22310    URL: <https://doi.org/10.5296/ijssr.v12i2.22310>

### **Abstract**

This research delves into the intricate interplay between the quality of food and price fairness and explores how these elements impact customers' inclination to return to UiTM hotel restaurants at the Shah Alam (Selangor Branch), Permatang Pauh (Pulau Pinang Branch), and Dungun (Terengganu Branch) locations. By examining the connection between these factors, this study aims to distinguish the individual influence they have on the likelihood of customers revisiting these establishments. To achieve this, a quantitative methodology was employed, involving the distribution of survey questionnaires to a sample of 366 participants who were patrons of UiTM hotel restaurants. Analysis of the data was conducted using SPSS software, specifically through the application of multiple regression analysis. By analyzing the perceived quality of food and fairness of pricing, this study seeks to illuminate the connections that shape customers' decisions to return to UiTM hotel restaurants. Understanding these relationships is most important for both practitioners and researchers in the hospitality industry, providing insights that can inform strategies for enhancing customer satisfaction and loyalty. The findings contribute valuable knowledge, offering a comprehensive understanding of the factors that drive repatronage intentions in the context of UiTM hotel restaurant experiences. Finally, this exploration serves as a foundation for refining business practices and developing stable relationships between restaurants and customers.

**Keywords:** UiTM hotel restaurants, food quality, price fairness, re-patronage intention

## 1. Introduction

The hotel industry is essential to the tourism sector. In the highly competitive restaurant market, businesses must surpass customer expectations in order to secure their long-term survival. Ensuring customer happiness is critical to a restaurant's success because it has the potential to positively impact client loyalty without incurring significant business expenses. Back then, it rapidly expanded, providing lodging, accommodation, and restaurant services to global travellers (Eniola, 2023). Hotel restaurants, as a hybrid of food and beverage establishments, formed a key element of the overall hotel experience, catering to diverse customer groups and requiring specialised skills (Holovnia et al., 2022). The hotel restaurant industry aimed to meet the culinary needs of various clientele, including individual and group hotel guests, conference attendees, and those celebrating events in the augmented sector of the hotel industry, restaurants were essential contributors to revenue and offered a unique experience to guests, combining tangible and intangible products and services (Pawan, 2019).

The quality of food and the equity of pricing are crucial factors that impact customers' propensity to revisit dining establishments. The study conducted by Shahzadi et al. (2018) emphasizes that the quality of food, which encompasses aspects such as the availability of healthy choices, freshness, safety, and reasonable price, has a crucial role in determining consumer satisfaction and their subsequent actions in restaurants. Furthermore, the research conducted by Halimi et al. (2022) highlights that the perception of fair pricing has a direct impact on customer satisfaction and their expectations regarding the quality of food, service, and environment. This, in turn, influences their likelihood of returning to the restaurant. Service quality and customer happiness are important aspects that influence whether customers would return, in addition to the quality of the food and the fairness of the prices. Zhu's (2022) studies affirm the idea that service quality, customer satisfaction, and restaurant image play a vital role in determining whether customers will visit or return to a restaurant. Moreover, the study conducted by Nyoman and Utami (2021) revealed that service quality exerts a significant influence on both customer satisfaction and the likelihood of customers returning for future consumption. Food quality, price justice, service quality, and customer pleasure all together affect customers' likelihood of returning to restaurants. These aspects not only influence the whole eating experience but also affect consumers' views, levels of satisfaction, and likelihood of returning to the restaurant.

This study focuses on the significance of the restaurant services provided by UiTM hotel, which operates three branches in Shah Alam (Selangor Branch), Permatang Pauh (Pulau Pinang Branch), and Dungun (Terengganu Branch). It emphasizes the role of these services in generating revenue from both hotel guests and external customers. The significance of upholding superior food quality and service standards, as well as implementing fair pricing, was emphasized to promote customer loyalty. The aim of the study is to determine the correlation between the quality of food, fairness of prices, and the likelihood of customers returning to UiTM hotel restaurants. It involved evaluating the quality of food and the fairness of prices, and examining how these factors influenced customers' decision to return.

## 2. Literature Review

This study exposed how crucial it was to maintain food quality and price fairness in restaurants at an excellent level. How customers experience one or more of a business's various alternatives, such as the overall quality of the product, determines their loyalty to the business. Customers were predicted to favor hotels that lived up to their expectations of monetary value over those that did not. Unaware businesses experienced a lack of customer mobility, as customers chose local restaurants over national chains, similar to how they would avoid competition (Klimkeit, Tang, & Thirumaran, 2021). Furthermore, this study provides management with additional insights into how to set prices for products that align with their value. It has assisted UiTM hotel restaurants in implementing better initiatives to control and maintain the quality of food in their establishments.

Thus, as shown in Figure 1, this study only focuses on food quality, price fairness, and re-patronage intention at UiTM Hotel Restaurant. According to Guan, Wang, Guo, Chan and Qi (2021), companies that wish to keep their clients pleased should consider more than just the calibration of their services or goods; they should also consider their fee schedule. Price and quality primarily determine the value of a product. As a result, the number of customers visiting and buying products from restaurants increased over time, unintentionally contributing to gaining the highest revenue.

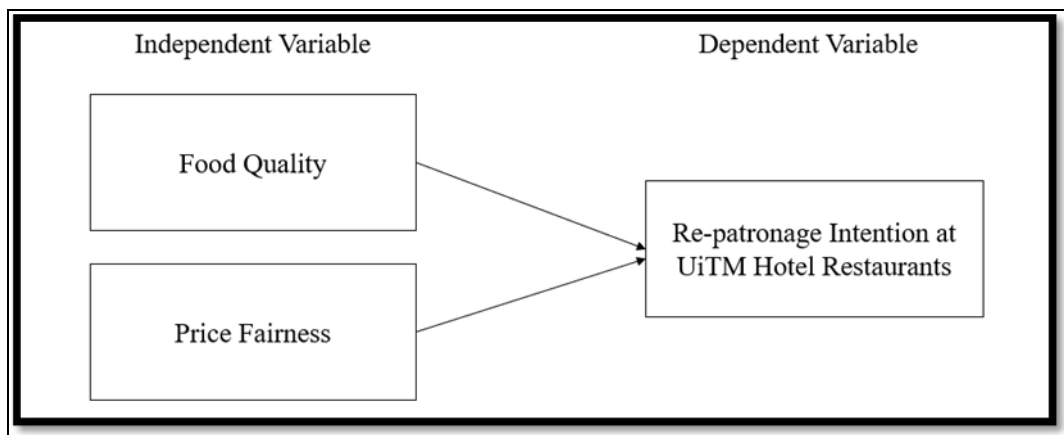


Figure 1. Conceptual Framework of the Study

### 2.1 Food Quality

Food quality has been recognised by researchers as a crucial determinant in customers' decision-making process when choosing a meal (Abdullah et al., 2018). Customers generally evaluate the quality of food based on their expectations and the experiences they have while consuming it. Therefore, it was imperative to comprehend consumers, as their buying choices relied on these impressions and evaluations of food quality (Treiblmaier & Garaus, 2023). Konuk (2019) asserts a relationship between utilitarian values and food quality. Food cost,

taste, portion size, menu selection, and healthiness alternatives contributed to the notion of food quality. This empirical investigation substantiated the notion that diverse features can distinguish different food qualities. The quality of the cuisine significantly influenced consumers' choice of restaurants. According to Ahmed et al. (2023), the quality of cuisine was the main determinant of customer loyalty in casual dining places. Petrescu et al. (2020) bolstered this claim by asserting a relationship among consumer food demand, choice, and quality. Customers prioritized food quality when choosing restaurants, as it was the main selling point. Additional research has indicated that the quality of food holds greater significance compared to other criteria such as the ambiance and service attributes.

### *2.2 Price Fairness*

Price fairness is one of the most frequently debated ideas in the market pricing literature. According to Konuk (2019), Price fairness refers to a consumer's evaluation and accompanying feelings regarding whether the discrepancy between a seller's price and the price offered by a comparable party is reasonable, acceptable, or justifiable. According to academics, customers should not consider price fairness until they perceive it to be unjust. Curvelo et al. (2019) posit in their article that consumers perceive the price as a sacrifice for obtaining a good or service and reduce the perceived price by lowering the cost of goods. This results in an improvement in consumer satisfaction with price perception and transaction handling. Thus, organizations had to come up with a good price fairness strategy that had to be fair with the product provided to win consumers' hearts.

Customers commonly relied on many reference sources, including the cost of things provided, previous pricing, and competitors' prices, to make better estimates of price fairness (Do et al., 2023). For instance, consumers might benchmark or reference prices by recalling previous transactions, examining seller expenses, and competitors' prices, or by monitoring the prices paid by other consumers (Santana et al., 2020).

### *2.3 Re-Patronage Intention*

Satisfied customers were more likely to visit the same service provider. The intention was to evaluate individual behaviors subjectively. This results in the generation of positive behavioral intentions, also known as word-of-mouth, such as the intention to recommend others and return favors (Mulyani et al., 2021). In addition, if a consumer received RI from the business, they were more likely to return and tell other friends about it (Yaqub et al., 2019). According to author De Pelsmacker et al. (2018), re-patronage intention is defined as a desire to return or repeat purchases made by customers. A crucial factor that provoked someone to return to the same business was their purchase experience (Kilian et al., 2018). Re-patronage intent has been a significant aspect of the increasingly competitive marketplace in the past. Most service firms consider this an important strategic priority for customer loyalty (Badar & Waheed, 2023). According to the authors Larsson and Broström (2020), repeating behaviour was supposed to be an overwhelming marketing approach to gaining long-term relationships. Furthermore, Konuk (2019) identified satisfaction as a key factor in determining a guest's likelihood of returning to the restaurant. There was no agreement that satisfied guests would return; surely, unsatisfied guests would not return.

Over the past two decades, the lavishness of restaurants has grown rapidly. González-Mansilla et al. (2019) mentioned that, in most hotels, a grand restaurant in the establishment became a vital part of the hotel's revenue. The hotel restaurant industry is steadily approaching the mature stage of its life cycle. The high cost of dining has also contributed to the luxury restaurant sector's generally lower visitation rate compared with other restaurant business segments. Konuk (2019). As a result, one of the main challenges for restaurant operators in upscale hotels is to retain customers. To ensure the survival and success of every hotel restaurant business, it has become increasingly important to identify the critical elements and how they affect customers' propensity to make another purchase.

Customer loyalty is essential for generating consistent revenue and maintaining profitability. The hotel restaurant's financial success has been significantly impacted by its high rate of returning customers. Having a high rate of customer retention reduces the necessity for continuous marketing efforts and helps establish a reliable customer base. Customer reputation can confer a competitive edge in a highly competitive market, in terms of gaining a competitive advantage. The UiTM hotel restaurant distinguishes itself from its competitors by consistently delivering exceptional experiences and maintaining a loyal customer base. This advantage may have facilitated the attraction of new customers, especially those in search of esteemed dining venues.

### **3. Methodology**

This study employs a quantitative descriptive approach with a cross-sectional design to collect data at a single point in time. A structured methodology ensures that the research adheres to established standards and provides clear, reproducible results. The primary aim is to understand the relationships between food quality, price fairness, and customers' re-patronage intentions at UiTM hotel restaurants. The population for this study consists of both students and staff members from three branches of UiTM: Shah Alam (Selangor Branch), Permatang Pauh (Pulau Pinang Branch), and Dungun (Terengganu Branch). The total population is approximately 79,944 individuals. Using a purposive sampling method, 384 respondents were initially selected to participate in the survey. After cleaning the data and removing outliers, 366 valid responses were retained, meeting the minimum sample size requirements for robust statistical analysis. The sampling process included, 1) selection of respondents: A convenience sampling method was employed to select participants from the target population and 2) Participation: Participation was voluntary, and respondents were informed about the study's purpose and their role in it.

#### *3.1 Questionnaire Development*

The survey instrument was developed through a comprehensive process, ensuring the validity and reliability of the measures used. The development included three key stages:

1) Item Generation: Items were generated based on a thorough review of existing literature on food quality, price fairness, and re-patronage intentions. This ensured that the questionnaire covered all relevant aspects of the constructs being measured.

2) Expert Review: The initial questionnaire draft was reviewed by a panel of experts in the

fields of hospitality management and survey design. Their feedback was used to refine the questions for clarity, relevance, and comprehensiveness.

3) Pilot Testing: A pilot test was conducted with a small subset of the target population to evaluate the reliability and validity of the questionnaire. Reliability testing, including the computation of Cronbach's alpha, was performed to ensure the consistency of the measurement instruments. The pilot study results informed minor adjustments to the questionnaire, enhancing its overall reliability.

### *3.2 Data Collection & Data Analysis*

Data was collected using an online survey distributed through email and social media platforms, such as Facebook, WhatsApp, and Instagram. This method was chosen to reach a broad audience efficiently while minimizing response bias. The survey included closed-ended questions evaluated using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The questionnaire was divided into two main sections:

1) Food Quality: This section assessed the perceived quality of food based on presentation, variety, flavor, freshness, temperature, and safety. Each aspect was evaluated to understand its influence on customer satisfaction and re-patronage intentions.

2) Price Fairness: This section examined perceptions of price fairness, including the overall value for money, the appropriateness of pricing relative to the quality of food, and the perceived fairness of prices compared to competitors.

The collected data were analyzed using the Statistical Package for Social Sciences (SPSS) software, specifically Version 29. The analysis included several statistical techniques:

1) Descriptive Analysis: This provided an overview of the respondents' demographic profile and basic descriptive statistics for each survey item.

2) Reliability Analysis: Cronbach's alpha was computed for each construct to assess the internal consistency of the measurement instruments. Values above 0.70 were considered acceptable, indicating satisfactory reliability.

3) Multiple Regression Analysis: This technique was used to examine the relationships between the independent variables (food quality and price fairness) and the dependent variable (re-patronage intention). The regression model assessed the extent to which these factors predict customers' intentions to return to the restaurant.

### *3.3 Ethical Considerations*

The study adhered to ethical guidelines for research involving human subjects. Informed consent was obtained from all participants, ensuring that they were aware of the study's purpose and their rights as respondents. Confidentiality was maintained throughout the data collection and analysis process, with no personal identifying information being recorded or reported. For the conclusion This methodology section outlines a rigorous approach to understanding the factors influencing customers' re-patronage intentions at UiTM hotel restaurants. By detailing the sampling process, questionnaire development, data collection, and

analysis methods, this study provides a clear framework for assessing the impact of food quality and price fairness on customer loyalty. The findings will offer valuable insights for practitioners and researchers in the hospitality industry, contributing to strategies for enhancing customer satisfaction and retention.

## 4. Findings

### 4.1 Respondents Demographic Profile

Table 1 shows the demographic analysis of the 366 respondents gathered from UiTM students and employed citizens. The respondents' highest age was 51.4%, ranging from 35 to 44 years old. The lowest total age of respondents was 0.6%, ranging from 45 to 50 years. The highest gender respondents showed that 64.2% were female and 35.8% were male.

Table 1. Respondents Demographic Profile

| Variables         | Categories        | Frequency | Percentage (%) |
|-------------------|-------------------|-----------|----------------|
| <b>Age</b>        | 18–24 years old   | 57        | 15.6           |
|                   | 25–34 years old   | 119       | 32.5           |
|                   | 35–44 years old   | 188       | 51.4           |
|                   | 45–50 years old   | 2         | 0.6            |
| <b>Gender</b>     | Female            | 235       | 64.2           |
|                   | Male              | 131       | 35.8           |
| <b>Occupation</b> | Students          | 132       | 36.1           |
|                   | Employed Citizens | 234       | 63.9           |

### 4.2 Reliability Analysis

Table 2 exhibits the Cronbach's alpha coefficients, indicating that all items accurately represented the specific variable under investigation in a reliable manner. The computation of Cronbach's alpha for both the independent and dependent variables was performed using SPSS software. Thus, the ultimate data can encompass all elements that constitute the variables. During the reliability test conducted for the pilot study, it was observed that all the variables' corrected item-total correlations exhibited positive values. A Cronbach's alpha value ranging from 0.60 to 0.80 suggests satisfactory reliability and falls within a moderate range (Taber, 2018). This study utilised a universal standard, considering a Cronbach's alpha value of 0.70 or higher as acceptable. During this inquiry, the dependability index known as Cronbach's alpha had a minimum value of 0.714 for pricing fairness and a maximum value of 0.747 for re-patronage intention.



Table 2. Reliability Analysis

| <b>Variables</b>       | <b>Cronbach's Alpha</b> | <b>Number of Items</b> |
|------------------------|-------------------------|------------------------|
| Food Quality           | 0.727                   | 5                      |
| Price Fairness         | 0.714                   | 3                      |
| Re-patronage Intention | 0.745                   | 2                      |

### 4.3 Descriptive Analysis

The descriptive analysis included the standard deviation and mean for each item in the food quality, price fairness, and re-patronage categories, using a five-point Likert scale (1: very disagree, 2: disagree, 3: neutral, 4: agree, and 5: very agree).

#### 4.3.1 Descriptive Analysis for Independent Variable 1 (Food Quality)

The mean score as a distribution for the items classified under independent variables for food quality, which significantly influences customers' intentions to return to UiTM hotel restaurants. According to the data presented in Table 3, the highest mean score among the independent variables of food quality at UiTM hotel restaurants is attributed to the perception that the food is served at an appropriate temperature ( $M = 4.1913$ ,  $SD = 0.94014$ ). Respondents expressed agreement with the belief that maintaining the right temperature is crucial, not only for the quality of the food but also to prevent bacterial growth in the "danger zone." This aspect of food quality was identified as a significant factor influencing customers' intentions to re-patronage. The lowest mean score ( $M = 3.3852$ ,  $SD = 0.71132$ ) was associated with the visual appeal of the food, suggesting that the visual presentation at the restaurant is perceived as neutral and not a crucial element influencing customers' intention to return.

Table 3. Mean score for Independent Variable (Food Quality)

| <b>No</b> | <b>Survey Item (Food Quality)</b>                                   | <b>N</b> | <b>Mean</b> | <b>Std. Deviation</b> |
|-----------|---|----------|-------------|-----------------------|
| 1         | Food quality is visually alluring                                   | 366      | 3.3852      | 0.71132               |
| 2         | The restaurant offers a variety of dishes on the menu               | 366      | 3.7404      | 1.00184               |
| 3         | The food served in the restaurant is tasty                          | 366      | 3.6148      | 0.72656               |
| 4         | The restaurant offers fresh food                                    | 366      | 3.8388      | 1.11219               |
| 5         | The food served at the restaurant is at the appropriate temperature | 366      | 4.1913      | 0.94014               |

#### 4.3.2 Descriptive Analysis for Independent Variable 2 (Price Fairness)

Table 4 below shows from the variable of the study, price fairness is a reason for customers' re-patronage intention to UiTM hotel restaurants. As indicated in Table 4, the highest mean score among the evaluated factors is attributed to the perception that the taste of the

restaurant's food is worth the value ( $M = 4.0847$ ,  $SD = 1.12794$ ). The majority of respondents expressed satisfaction with the flavorful taste of the food at UiTM hotel restaurants, considering it to be worth the value they paid and influencing their decision to revisit the restaurant. On the other hand, the lowest mean score was associated with the perception that the overall restaurant experience was worth its value ( $M = 3.1311$ ,  $SD = 1.33006$ ).

Table 4. Mean score for Independent Variable (Price Fairness)

| No | Survey Item (Price Fairness)                    | N   | Mean   | Std. Deviation |
|----|---|-----|--------|----------------|
| 1  | The restaurant offered good value for the price | 366 | 3.8333 | 0.98597        |
| 2  | The restaurant experience was worth its value   | 366 | 3.1311 | 1.33006        |
| 3  | The restaurant food tastes worth the value      | 366 | 4.0847 | 1.12794        |

#### 4.3.3 Descriptive Analysis for Dependent Variable (Re-patronage Intention)

Table 5 displays the primary factor of significance in this study, which is the dependent variable. Specifically, it pertains to the re-patronage intention of customers. The poll aimed to ascertain the degree to which customers desired to revisit or had no inclination to return to the UiTM hotel restaurants. The respondents showed a significant inclination to return to the restaurant, with the highest average score being  $M = 4.0410$  ( $SD = 0.94562$ ). In contrast, the lowest average score recorded in response indicated no intention to return to the restaurant ( $M = 3.8470$ ,  $SD = 0.95864$ ).

Table 5. Mean score for Independent Variable (Re-patronage Intention)

| No | Survey item (Re-patronage Intention)              | N   | Mean   | Std. Deviation |
|----|---|-----|--------|----------------|
| 1  | I intended to return to this restaurant.          | 366 | 4.0410 | 0.94562        |
| 2  | I have no intention of revisiting this restaurant | 366 | 3.8470 | 0.95864        |

#### 4.4 Multiple Regression Analysis

This study used multiple regression analysis to assess the connection between independent and dependent variables. The total sample size of this study, 366 respondents, is sufficient for the multiple linear regression analysis. All points in Figure 2 fall inside a moderately curved diagonal line that extends from the bottom left to the top right, illustrating this notable deviation from the norm. Figure 3 illustrates that the score value's range is equivalent to  $-5$  and greater than  $0$  but lower than  $2.5$ . The samples did not contain outliers, as it was a cluster scatterplot where the points followed the same general pattern.

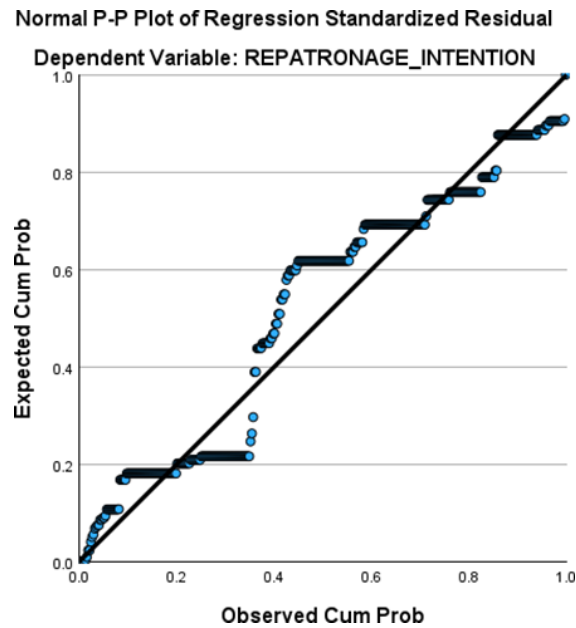


Figure 2. Normal probability Plot of Regression Standardized Residual of Dependent Variable

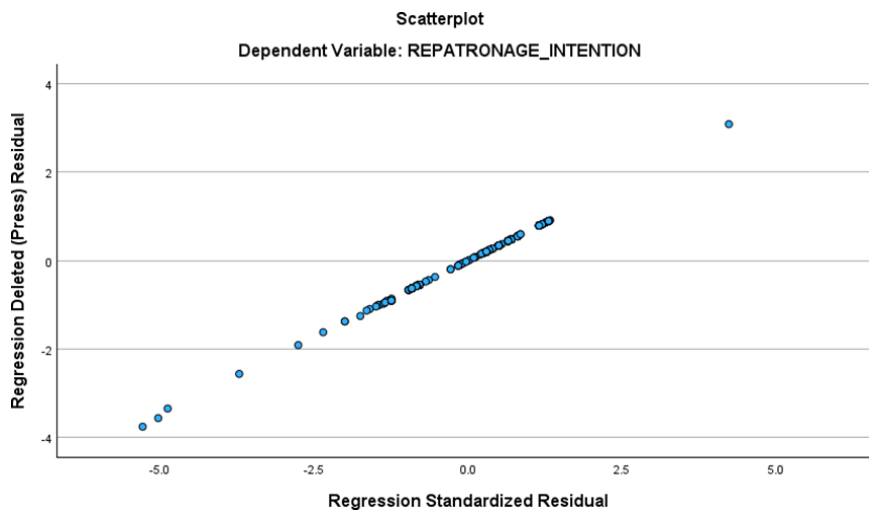


Figure 3. Scatterplot of Dependent

Table 6 show the regression model indicates that Price Fairness and Food Quality together account for 35.8% of the variance in Re-Patronage Intention at UiTM Hotel Restaurants ( $R^2 = 0.358$ , Adjusted  $R^2 = 0.354$ ), with a significant overall model fit (F Change = 101.037,  $p < 0.001$ ).

Table 6. Coefficient Value of the model

| Model   | R                  | R Square | Adjusted R Square | Adjusted Error of Estimate | Change Statistic |          |
|---|--------------------|----------|-------------------|----------------------------|------------------|----------|
|   |                    |          |                   |                            | R Square Change  | F Change |
| 1   | 0.598 <sup>a</sup> | 0.358    | 0.354             | 0.68300                    | 0.358            | 101.037  |
| a. Predictors: (Constant), PRICE FAIRNESS, FOOD QUALITY                 |                    |          |                   |                            |                  |          |
| b. Dependent variable: RE-PATRONAGE INTENTION AT UiTM HOTEL RESTAURANTS |                    |          |                   |                            |                  |          |

The regression analysis in Table 7 reveals that Price Fairness and Food Quality significantly predict Re-Patronage Intention at UiTM Hotel Restaurants, with a highly significant model fit ( $F = 101.037$ ,  $p < 0.001$ ).

Table 7. ANOVA Test Results

| Model   |            | Sum of Square | df  | Mean Square | F       | Sig.                |
|---|------------|---------------|-----|-------------|---------|---------------------|
| 1   | Regression | 94.266        | 2   | 47.133      | 101.037 | < .001 <sup>b</sup> |
|   | Residual   | 169.336       | 363 | 0.466       |         |                     |
|   | Total      | 263.602       | 365 |             |         |                     |
| a. Dependent Variable: RE-PATRONAGE INTENTION AT UiTM HOTEL RESTAURANTS |            |               |     |             |         |                     |
| b. Predictors: (Constant), PRICE FAIRNESS, FOOD QUALITY                 |            |               |     |             |         |                     |

The Table 8 of coefficients for the regression model shows that both Food Quality and Price Fairness significantly predict Re-Patronage Intention at UiTM Hotel Restaurants, with Food Quality ( $B = 0.862$ ,  $Beta = 0.639$ ,  $t = 13.620$ ,  $p < 0.001$ ) having a positive impact and Price Fairness ( $B = -0.104$ ,  $Beta = -0.113$ ,  $t = -2.402$ ,  $p = 0.017$ ) having a negative impact.

Table 8. Coefficient of Dependent Variable

| Model   |                | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.   |
|---|----------------|-----------------------------|------------|---------------------------|--------|--------|
|   |                | B                           | Std. Error | Beta                      |        |        |
| 1   | (Constant)     | 1.090                       | 0.222      |                           | 4.902  | < .001 |
|   | FOOD QUALITY   | .862                        | 0.063      | .639                      | 13.620 | < .001 |
|   | PRICE FAIRNESS | -.104                       | 0.043      | -.113                     | -2.402 | 0.017  |
| a. Dependent Variable: RE-PATRONAGE INTENTION AT UiTM HOTEL RESTAURANTS |                |                             |            |                           |        |        |

## 5. Discussion

The regression analysis of the data provides valuable insights into the factors influencing re-patronage intention at UiTM Hotel Restaurants. The analysis demonstrates that both food quality and price fairness significantly affect customers' intentions to revisit the restaurant, though in different ways. Food quality is shown to have a strong positive influence on re-patronage intention, as evidenced by a high standardized coefficient (Beta = 0.639) and a significant t-value ( $t = 13.620$ ,  $p < 0.001$ ). This suggests that improvements in food quality are likely to significantly enhance customers' likelihood of returning to the restaurant. The high Beta value indicates that among the predictors, food quality is the most influential factor driving re-patronage intentions. This finding is consistent with existing literature that underscores the critical role of food quality in enhancing customer satisfaction and retention within the hospitality industry (Ryu et al., 2012). Similarly, Zhu (2022) reiterated that food quality is the most significant attribute affecting patronage intention, emphasizing its direct impact on customers' behavioral intentions. This underscores the holistic impact of food quality on various aspects of the customer experience and their likelihood to revisit the establishment. Additionally, Rajput and Gahfoor (2020) highlighted the positive association between revisit intentions and food quality, along with other factors like service quality and physical environment quality, based on the stimulus-organism-response (S-O-R) theory (Rajput & Gahfoor, 2020). This further solidifies the notion that food quality is a key driver of customer loyalty and re-patronage intentions.

Price fairness, on the other hand, exhibits a negative relationship with re-patronage intention (Beta = -0.113), which is also statistically significant ( $t = -2.402$ ,  $p = 0.017$ ). This counterintuitive finding suggests that perceived price fairness, while important, may have a more complex relationship with re-patronage intention. One possible explanation is that customers might perceive lower prices as indicative of lower quality, thereby affecting their intention to return. Alternatively, it might reflect a scenario where competitive pricing is less important than other factors such as food quality or service experience. This finding indicates that simply adjusting prices might not be sufficient to boost re-patronage; rather, a balanced approach that also considers maintaining or improving perceived value and quality is crucial.

The study by Hamenda (2018) emphasizes that price fairness is a judgment of whether a price is reasonable, just, and acceptable. This aligns with the regression analysis results, indicating that customers' assessments of the fairness of prices directly impact their re-patronage intentions. Moreover, the research by Jin et al. (2019) supports the significance of price fairness as a determinant of consumer behavior, highlighting its role in influencing transaction decisions and future behavior. Understanding the impact of price fairness on re-patronage intention is essential for hospitality businesses like UiTM Hotel Restaurants. By ensuring that prices are perceived as fair by customers, restaurants can potentially enhance customer loyalty and encourage repeat visits. Strategies aimed at promoting transparency in pricing and demonstrating fairness can positively influence customers' perceptions and increase their likelihood of returning to the restaurant.

The overall regression model is significant ( $F = 101.037$ ,  $p < 0.001$ ) and explains a

substantial portion of the variance in re-patronage intention ( $R^2 = 0.358$ , Adjusted  $R^2 = 0.354$ ). This indicates that food quality and price fairness together account for approximately 35.8% of the variability in customers' intentions to revisit UiTM Hotel Restaurants. This level of explained variance is relatively high for behavioral studies, suggesting that these two factors are key drivers of customer loyalty in this context. In conclusion, the literature reviewed underscores the critical importance of food quality in driving customer satisfaction and re-patronage intentions in the hospitality industry. While food quality emerges as a primary factor influencing customer behavior, considerations such as price fairness also play a significant role in shaping customers' decisions to revisit a restaurant. By prioritizing food quality, service excellence, and fair pricing, hotel restaurants can enhance customer loyalty, satisfaction, and repeat business, ultimately contributing to their long-term success and sustainability.

## 6. Conclusion

In conclusion, the study on food quality and price fairness towards re-patronage intention at UiTM hotel restaurants reveals crucial insights into the factors influencing customers' decisions to revisit. The results indicate that both the quality of food and the fairness of prices have a significant impact on customer feedback and their likelihood of returning. A positive dining experience, characterised by well-prepared and delicious meals, enhances customer satisfaction and fosters a strong inclination to revisit. Next, the study underscores the importance of price fairness in the context of customer re-patronage. Guests at UiTM hotel restaurants value transparency and equity in pricing, expecting reasonable costs that align with the perceived value of the dining experience. Price fairness not only contributes to customer satisfaction but also influences their decision to revisit, as patrons seek a balance between the quality of food and the associated costs.

Furthermore, the interaction between food quality and price fairness is crucial. A harmonious combination of high-quality cuisine and fair pricing creates a positive overall perception of value for money. Customers are more likely to consider returning to restaurants when they perceive a favourable balance between the excellence of the food and the fairness of the prices. This study recommends UiTM hotel restaurants prioritise and enhance both food quality and price fairness in their operations, taking these findings into consideration. To align with customer expectations and preferences, UiTM hotel restaurants should regularly assess and adjust their menu offerings, culinary practices, and pricing strategies. By maintaining a focus on delivering top-notch food quality while ensuring fair pricing, UiTM hotel restaurants can cultivate a loyal customer base and a positive reputation that encourages repeat business. In result, this study provides significant information for UiTM hotel restaurants to improve their strategies and create a dining experience that not only meets but surpasses consumer expectations. This will ultimately lead to a strong intention among customers to return to their business. For the further research could explore the nuanced relationship between price fairness and re-patronage intention, perhaps by examining the role of mediating variables such as perceived value or customer expectations. Additionally, qualitative studies could provide deeper insights into customer perceptions and preferences, helping to refine strategies for improving both food quality and pricing structures. To

summarise, the study highlights the significant importance of food quality in influencing customers' inclination to return, while simultaneously uncovering the intricate effects of fair pricing. These data can inform strategic decisions that are intended to improve client loyalty and maintain a competitive advantage in the hotel business.

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