

# The Impact of Product and Service Quality on Brand Loyalty: Evidence from Quick Service Restaurants

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## Abstract

To survive in severe competition brand loyalty is powerful tool. This study investigates the impact of product and service quality on brand loyalty. The purpose of this study is to investigate the behavioral and attitudinal brand loyalty for quick service fast food restaurants. Data is collected based on 100 sample respondents. In order to maintain brand loyalty quick service restaurants pay attention to product and service quality. Regression and correlation analysis are conducted. Three restaurants are included for study this concept. Results show that there is positive relationship between product, service quality and attitude base loyalty and find positive relationship between product, service quality and behavior base brand loyalty.

## Keywords

Product Quality, Service Quality, Attitudinal Based Brand Loyalty, Behavioral Based Brand Loyalty, & Quick Service Restaurant

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## 1. Introduction

A successful brand is an exclusive product (industrial or consumer), place, person or service, amplified in such a way that the user or buyer perceives significant and exclusive added values, which go with their needs closely. If a brand provides superior service over many years of regular use, it gains added value of acquaintance and proven trustworthiness. The added values can come from the experience of using the brand, e.g., reliability, risk and familiarity.

The practice of branding first urbanized in the middle ages. During this period, craft guilds used brands to identify inferior goods and to limit production. In nineteenth century America, the purposes of branding began to change.

The historical advancement of brands has shown that initially

brands have served the roles of discriminating between competing products, representing uniformity of quality and giving legal protection from replication. Apart from providing the contribution with the badge of its maker, thereby indicating legal possession of all the special technical and other relevant features that the contribution may possess, the brand must have a powerful symbolic worth. The brand can in itself involve status, increase project and image or augment lifestyle so that the ownership of the making process by reducing perceived risk from the supplier's perspective, it not only assist in discriminating the offering, but also lead to brand loyalty, discourage market entry and well deployed, facilitate its owners to rule profit margins and higher prices. (Bradley 1995; Egan – Guilding, 1994)

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According to Jacoby and Chestnut (1978) brand loyalty is: "The (a) behavioral response, (b) biased, (c) expressed over time, (d) by some decision making unit, (e) with respect to one or more alternative brand out of a set of such brands and (f) is a function of psychological decision making processes".

Building and maintaining brand loyalty is a central theme of marketing practice and theory in establishing a sustainable competitive advantage.

There are at least four cognitive based determinants of satisfaction. First, expectancy disconfirmation theory says that customers form prospect as benchmarks from which performance is rated. Disconfirmation has been established to be a significant determinant of satisfaction. Second, perceived performance also affects satisfaction assessment (Tse & Wilton, 1988). Support for both expectancy disconfirmation and performance evaluations in a customer satisfaction situation has been established (Oliver, 1995; Oliver & Burke, 1999). Third satisfaction influences by equity (Oliver & Desarbo, 1988). In a study of payment equity, it is found that satisfaction is directly affected by normative comparisons of payments (Bolton & Lemon, 1999). Finally, the most important cognitive factor of satisfaction is potentially fairness (Oliver & Swan, 1989). Fairness has been operationalized as perceived losses and gains in a service relationship (Bolton, 1998).

The construct of loyalty has been researched in a number of contexts, including brand loyalty (Cunningham, 1956; Jacoby & Chestnut, 1978; Kahn, Kalwani, & Morrison, 1986; Massy, Montgomery, & Morrison, 1970), source loyalty (Wind, 1970), service loyalty (Butcher, Sparks, & O'Callaghan, 2001; Caruana, 2002; Gremler & Brown, 1996), store loyalty (Beatty et al. 1996; Czepiel, 1990; Macintosh et al., 1992; Reynolds & Arnold, 2000) and e-loyalty (Srinivasan et al., 2002).

Bearing in mind the importance of brand loyalty, a study was designed to examine the influence of perceptions of service quality and product quality on attitude and behavior based brand loyalty in a quick-service restaurant (see Figure 1). In particular, the goal of this study is to determine either product quality or service quality are predictors of brand loyalty in quick-service restaurants and if so, their relative strength. Three quick-service restaurant brands; McDonald's, KFC and Fri Chicks were compared based on the level of customer brand loyalty they attracted. The paper begins with a review of literature relating to attitude-based brand loyalty and behavior-based brand loyalty measures, product quality and service quality. Then, the methodology of the study is discussed. Finally, results, implications and conclusions along with limitations and recommendations are presented.

## 2. Literature Review

### 2.1. Brand Loyalty

People do not have alternatives or they have a high personal fondness for the brands are two common reasons why people buy from certain firms or brands (Zins, 2001). If a brand is unable to provide satisfaction, customers may never purchase the product offered by that brand again. For the success of a company the most important number is not the customer who purchases first time, but those customers who purchase repetitively (Jacoby & Chestnut, 1978).

It is unfortunate that we don't have any universally agreed definition of loyalty (Jacoby & Chestnut, 1978; Dick & Basu, 1994; Oliver, 1999). Thus, in the view of Day (1969); Jacoby and Kyner (1973) and Berne (1997), loyalty is a concept that is beyond mere purchasing behavior and it represents two concepts, attitude and behavior leading to commitment.

In the same manner, the combination of these two concepts enables us to differentiate two types of customer loyalty concepts:

(a) Loyalty based on inertia: where a brand is bought out of routine practice merely because this takes fewer attempts and the consumer will not hesitate to switch to another brand if there is some certain reason to do so. That is, the consumer is purchasing the same brand, not because of true brand loyalty, but because it is not easy to search for an alternative; and

(b) True brand loyalty, which is a form of repeatedly purchasing actions reflecting an aware decision to continue, buying the same brand, must be accompanied by a primary positive attitude and a high degree of promise toward the brand.

The concept brand loyalty was introduced nearly half a century ago and explored by a number of researchers; no doubt this concept is still controversial in academics. The first practical investigation on brand loyalty was conducted in 1930 by the Psychological Corporation to observe the market share of roughly 1,500 different brands (Jacoby & Chestnut, 1978).

Thus brand loyalty is a function of behavior and attitude both. In addition to brand habit and attitudes, which are brand specified, the brand loyalty represents a general concept which entails a consumer's overall buying patterns within a product class (Day, 1969). Alternatives of the brand also influence the customers brand loyalty (Kim et al., 2001) and it increases the self-image (Tidwell & Hoagan, 1993). Branding had a great effect on the price premium of product offered, especially in that market where the product is comparable (Keller, 1993).

Focusing on the behavioral aspect of loyalty could overrate

true loyalty (Zins, 2001). Brand loyalty signify an encouraging approach towards a brand resulting in regular purchase of the brand over time (Pekka&Tuominen, 1992). The reason for buying a same product from a familiar brand reduces the apparent risk and saves the time. Two diverse philosophies have been adapted to look at brand loyalty: the deterministic approach and the stochastic approach.

The deterministic approach tries to develop explanations for customer loyalty. Repeating behavior does not only occur by chance but also by some reasons that can be explicated by cause or factors (Jacoby & Chestnut, 1978). Inertia is also involved when looking at repeating purchase actions. Inertia is the repeated purchasing of the same brands without valid motive and is quite unusual from purchase due to overt preference for product uniqueness (Odin et al., 2001).

The stochastic approach suggests that buyer behavior is difficult to explain because of a strong random factor underlying basic changes in the market (Jacoby&Chestnut, 1978). So, loyal behavior is considered to be a far human logical understanding and a company is incapable to influence purchase activities as it knows nothing about the cause of this act (Odin et al, 2001).

## 2.2. Product and Service Quality

If customers have preferences for specific brands and are tending to repurchase products carrying those brands, the brands must have outperformed other brands in some ways or contented customers. Therefore, a company wishes to understand about its customers and to achieve customer retention. According to Hoisington and Naumann (2003), “customers use five major categories to value an organization’s or company’s performance: (tangible) product quality, quality of relationship between customer and supplier, service quality, price perception, and image.

Zeithmal (1988) defines quality perception as consumer opinion of product supremacy as a whole in four aspects: (1) Quality perception is different from physical quality. (2) The so-called objective quality is used to describe a product’s physical superiority, but its function does not apply to the user or consumer. (3) For a physical product, quality might include usability, features, or compatibility. (4) For a service offer, this would include the different dimensions of the service being provided (Hoisington & Naumann, 2003).”

Product quality is defined as “fitness for use” or “conformance to requirement” (Russell & Taylor, 2006). As the focus of this research is the quick-service restaurants, the attributes used to determine various features of this and other industry segments (i.e., table service restaurants, such as fine dining or casual dining) are not mutually exclusive. For example, the taste of a food product, courtesy of cleanliness

of the facility would be applicable to the majority of restaurants, in spite of the type of concept. In the restaurant industry quality of food is considered to be a vital part of the product quality (Siguaw&Enz, 1999). Henson and Trail (1993) explains that food quality into four attributes is as follows: food safety, value, nutrition, and package. Yuksel and Yuksel (2002) find out that product quality is measured to be an important determinant of dining satisfaction.

The universal trend toward service quality was started in the 1880s, when businesses realized that maintaining competitive advantage is not assured by a quality product, standing alone (van der Wal, Pampallis & Bond 2002). Kotler (2003), defined service as 'any behavior or act based on a contact between two parties: the provider and the receiver, and the essence of this reciprocal process in intangible. Quality of services can be the distinction between failure and success in both manufacturing and services firms (Gupta, McDaniel & Herath 2005).

Service quality is essential to the development of strong service dominant brands because it augments perceived superiority of the brands and helps to discriminate brands in competitive markets (Aaker, 1996; Low & Lamb, 2000; Yoo, Donthu, & Lee, 2000; Zeithaml, 1988). Lately customers have also been increasingly concerned about the quality of service (Soriano, 2002). The concept of service quality is widely accepted as multidimensional, but the content and number of its dimensions is still debated (Chao, 2008). The matter of service quality has drawn much notice from researchers especially since the work of Zeithaml (1988) in developing the SERVQUAL scale. Very important to the quick-service market are the service quality attributes or intangible, such as quick food delivery, no waiting, employees’ greeting, employee attitude responsiveness, and menu item availability (Oh & Jeong, 1996). Ursin (1996) reported that waiting staff who are given empowerment are better workers to serve customers. Therefore, it is anticipated that if both food quality and quality of service are provided, customers would come again and become loyal to that specific restaurant.

Soriano (2002) categorized food service quality into four extents as follows:

1. Quality of food: fresh ingredients, menu variety, new food, presentation of food and food consistency.
2. Quality of service: courtesy of employees, waiting-time before being seated, waiting-time before food arriving, equipment, appearance of employees, and waiting-time before paying the bill.
3. Cost/value: food price competitively.
4. Place: ambience or atmosphere of a restaurant, appearance,

bathroom, parking, and telephone service.

### 2.3. Attitude- and Behavior-Based Brand Loyalty

Evolution of the concept of brand loyalty through time has been acknowledged by several contemporary researchers (Alhabeeb, 2007; Khan, 2009). Although the large number of studies on brand loyalty has been done, much of the research over the past three decades investigates consumer loyalty from two perspectives: behavioral loyalty and attitudinal loyalty (Bandyopadhyay & Martell, 2007; Dick & Basu, 1994). Behavioral loyalty refers to the frequency of repeat purchase. Attitudinal loyalty refers to the psychological commitment that a consumer formulates in the purchase act, such as intentions to purchase and intentions to recommend without necessarily taking the actual repeat purchase behavior into account (Jacoby, 1971; Jarvis & Wilcox, 1976).

Sometime a consumer can be forced to be loyal when they are ready to buy a certain product or a brand even if they do not want to (Kuusik, 2007). Identification and attitudes of its leading factors can lead to better understanding of consumer behaviors. (Vahid&Sadiq, 2014).

Consumer's feeling about himself is often reflected in his brand choice and the particular association implanted for him in brand personalities. While behavior involves an overt action, by a certain target market, often in a certain time and context, preferences and intentions are consecutively more confusing, with preference being an attitude designating a consumer's resemblance toward one brand relative to other brands and intention being a consumer's articulated likelihood of purchase. Purchase behavior is the consumer act of purchasing some explicit product or service (Soonthonsmai, 2001). Individuals' attitude depends upon several factors such as experience and knowledge, level of elaboration and involvement, situational factors, accessibility of attitudes, and also personality variables (Hoyer & McInnis, 2001).

Brand loyalty expresses various actions of both purchase habits and brand attitudes. Oliver (1999) describes the loyalty as having deep commitment to a preferred brand service or product that leads to repurchase a brand or a chain of brand products in the future, ignoring the marketing efforts of competitors as well as situational factors. A basic principle of brand equity is that the control of a brand lies in the minds of consumers and what they have practiced and learned about the brand over time (Sadeghloo, Mehrani&Azma, 2013).

Behavioral loyalty measures are often based on patterns of actual customer purchases (Rundle-Thiele & Mackay, 2001), while intent to purchase can be used as an alternate for actual behavior. Purchase or behavioral loyalty consists of repeated purchases of the brand however attitudinal loyalty is often

understood as a thoroughly favorable expression of preference for the brand (Morgan, 1999). Whereas attitudinal brand loyalty includes a degree of dispositional promise in terms of some unique importance associated with the brand (ArjunChaudhuri&Morris B. Holbrook, 2001). Several studies have also used surveys to measure behavioral brand loyalty by asking the respondents how regularly they purchased certain services or products, relying on consumer recall rather than tracking actual purchases (Reynolds & Arnolds, 2000; Pritchard et al., 1999). Greater attitudinal loyalty leads to greater willingness to sacrifice by paying a premium price for a valued brand (ArjunChaudhuri&Morris B. Holbrook, 2001).

Service loyalty is conceptualized as an interaction of behavior and attitude, and further the loyalty dimensions are to include behavioral, co native processes and attitudinal cognitive (Sudhahar et al., 2006). Pritchard and Howard (1997) describes that truly loyal travelers (high levels of both attitudinal and behavior based brand loyalty) were most fulfilled with the quality of services provided, followed by latently loyal travelers (high levels of attitudinal brand loyalty and low levels of behavioral). It is not easy to build customer loyalty in the restaurant industry, especially in the quick-service restaurant where loyalty can be momentary and is often based on the best deal (Reich, 1997). Customer loyalty building may be even more difficult for larger chains in the quick-service sector.

Usually, food is not the only motive customers pick a restaurant (Leung, 2003). For the restaurant's environment, its cleanliness, quality and speed of service, value, and promotions can affect selection decision. Taylor and Long-Tolbert (2002) found that customers who used coupons were more probable to return to the same restaurant. Coupon promotions have a propensity to place the restaurant in a better position in the customers' evoked set (Taylor & Long-Tolbert, 2002). In pizza restaurants, this association between coupons and repeat purchase is shown to be especially factual for certain demographic groups (Wilbourn, McCleary, & Phakdeesuparit, 1997).

### 2.4. Research Hypotheses

The purpose of this study is to determine whether product quality and service quality are related to brand loyalty. For this purpose five hypotheses were developed.

*H1:* There is a positive relationship between the perception of product quality and behavioral brand loyalty toward a quick-service restaurant.

*H2:* There is a positive relationship between the perception of service quality and behavioral brand loyalty toward a quick-service restaurant.

*H3:* There is a positive relationship between the perception of

product quality and attitudinal brand loyalty toward a quick-service restaurant.

*H4*: There is a positive relationship between the perception of service quality and attitudinal brand loyalty toward a quick-service restaurant.

Figure 1 exhibits the research model that guides this research.

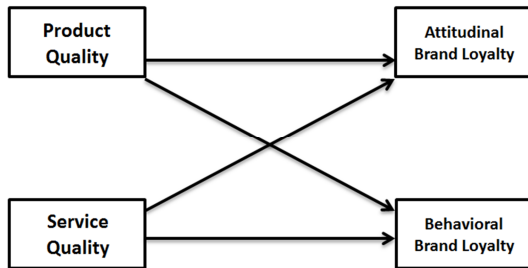


Figure 1. Roles of product and service quality on brand loyalty.

As Figure 1 depicts, the important variables of this research include product quality and service quality as independent variables and attitudinal brand loyalty and behavioral brand loyalty as dependent variables. Russell and Taylor (2006) refer to product quality as “fitness for use” or “conformance to requirement”. Kotler (2003), defined service as “any behavior or act based on a contact between two parties: the provider and the receiver, and the essence of this reciprocal process is intangible. In the view of Day (1969); Jacoby and Kyner (1973) and Berne (1997), loyalty is a concept that is beyond mere purchasing behavior and it represents two concepts, attitude and behavior leading to commitment.

### 3. Research Methodology

Four constructs were measured in this study: attitudinal brand loyalty, behavioral brand loyalty, product quality, and service quality. The scales that comprise the dependent variables; attitudinal brand loyalty and behavioral brand loyalty were adapted from studies by Reynolds and Arnold (2000); Pritchard, Havitz, and Howard (1999); Chaudhuri and Holbrook (2001); Ganesh, Arnold, and Reynolds (2000). The practice of adapting scales is acceptable as long as the original scale was appropriately developed and tested, and the modification does not significantly or theoretically alter the underlying structure of the original scale (Rawwas, Vitell, & Al-Khatib, 1994). Reynolds and Arnold (2000) studied the relationship between salesperson and store loyalty.

Store loyalty was found to promote word-of-mouth promotions whereas satisfaction was a predecessor of store loyalty, and salesperson loyalty was positively correlated to store loyalty. Behavioral store loyalty was measured with a four-item scale that has a reliability coefficient of 0.80. The items included: (1) I am very loyal to (store name), (2) and

(3) share of purchases (two items) (the two items were not explicitly provided, but based on the research of others, this was likely based on the ratio of total purchases to store purchases), and (4) I shop at other stores if the price is lower (Reynolds & Arnold (2000).

Chaudhuri and Holbrook (2001) divided brand loyalty into behavioral-based loyalty and attitude-based loyalty. Behavioral loyalty was operationalized as “I will buy this brand the next time I buy (product name) and I intend to keep purchasing this brand.” The attitude-based brand loyalty was measured by, “I am committed to this brand and I would be willing to pay a higher price for this brand over other brands” (Chaudhuri & Holbrook, 2001).

To measure independent variables; product quality and service quality the scale items that are used were drawn from Oh and Jeong’s (1996) a comprehensive study of consumer market segments for quick-service restaurants.

The five items from Oh and Jeong’s (1996) product loading were used to measure product quality (tastiness of food, portion size, ingredient freshness, temperature of food, and price of food). Oh and Jeong (1996) measured “price of food” based on the customer’s expected level of performance relative to the ideal level of performance. To improve face validity (respondent’s understanding of the question) and because product quality is the construct being measured, the “price of food” item will be measured relative to quality. That is, “price of food” was replaced with the product’s value position—“value” (e.g., I received my money’s worth).

Service quality was also measured using attributes modified from Oh and Jeong’s (1996) study. The four variables which loaded on the service quality factor in the Oh and Jeong (1996) study were considered (quick food delivery, employees’ greeting, responsiveness, and employee attitude). The item labeled “responsiveness” was not used because it was felt that “quick food delivery” from the service factor and “no waiting,” an item that loaded on convenience (a related service factor) encompass “responsiveness,” at least in the eyes of the consumer.

A fourth variable, “overall service quality,” was added primarily as a test of convergent validity, but also to allow respondents a general/overall option.

A five point likert scale ranging from (1) strongly agree to (5) strongly disagree was used.

### 4. Data Analysis and Results

A total of 100 surveys were collected for the actual study. In this study convenience sampling technique was used. It is a sampling technique in which data or relevant information is

collected from the sample/units of the study that are conveniently available (Zikmund, 1997). The data was analyzed with the help of SPSS software. Regression and correlation techniques were used to analyze the data collected. The correlation analysis demonstrates the relationship between variables; product quality and service quality, attitudinal and behavioral based brand loyalty while regression analysis demonstrates the strength of relationship between these variables. The product quality and service quality is treated as independent variable while attitudinal and behavioral based brand loyalty as dependent variable. The sample was almost equally split into males (45%) and females (55%). In terms of age group 23% was between 16 to 20 years old, 52% was between 21 to 25 years old and 25% was above 25 years old. 39% respondents prefer KFC, 36% respondents prefer Frichicks and 31% respondents prefer McDonalds while 3% opt for others. Alpha scores for the reliability test for the sample were 0.856. Table 1. represents

descriptive analysis while table 2 represents consumer preference of fast food restaurant.

**Table 1.** Descriptive demographic statistics.

Variables	Category	Percentage
Gender	Male	45
	Female	55
Age	16 to 20	23
	21 to 25	52
	Above 25	25

**Table 2.** Consumer preference.

Variable	Category	Percentage
Restaurant	KFC	39
	Fri chicks	36
	McDonalds	31
	Others	3

Crosstab analysis shows that between ages of 16 to 20 mostly respondents prefer McDonalds and between ages of 21 to 25 mostly respondents prefer Fri chicks.

**Table 3.** Correlation analysis.

		attitude based loyalty	behavior based loyalty	product quality	service quality
attitude based loyalty	Pearson Correlation	1	.442**	.384**	.313**
	Sig. (2-tailed)		.000	.000	.002
	N	100	100	100	100
behavior based loyalty	Pearson Correlation	.442**	1	.477**	.328**
	Sig. (2-tailed)	.000		.000	.001
	N	100	100	100	100
product quality	Pearson Correlation	.384**	.477**	1	.526**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
service quality	Pearson Correlation	.313**	.328**	.526**	1
	Sig. (2-tailed)	.002	.001	.000	
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation matrix is showing that customer attitude based brand loyalty is correlated with behavior-based brand loyalty and have positive and highly significant (.442\*\*) relationship.

Product quality is also highly correlated with attitude-based brand loyalty and have positive and highly significant (.384\*\*) relationship. This means that an increase or decrease in product quality will cause increase or decrease in attitude-based brand loyalty.

Service quality also have positive and highly significant (.384\*\*) relationship with attitude based brand loyalty and that is highly correlated. This means that an increase or decrease in service quality will cause increase or decrease in attitude-based brand loyalty.

Correlation analysis also shows that product quality in highly correlated with behavior-based brand loyalty and have positive and highly significant (.477\*\*) relationship. This means that an increase or decrease in product quality will cause increase or decrease in behavior-based brand loyalty.

Service quality also have positive and highly significant (.328\*\*) relationship with behavior based brand loyalty and that is highly correlated. This means that an increase or decrease in service quality will cause increase or decrease in behavior-based brand loyalty.

#### *Regression analysis:*

As the purpose of this study was to examine the impact of product quality and service quality on attitude-based and behavior-based brand loyalty, a series of the stepwise regression analyses were performed to predict brand loyalty based on perceptions of product quality and service quality and to test the first four hypotheses. Regression analysis can be used when both dependent and independent variables are ordinal and stepwise regression is recommended to "determine the contribution of each predictor already in the equation if it were to enter last". Six items were used to measure product quality included: tastiness of food, portion size, and ingredient freshness, temperature of food, value, and overall food quality.

Table 4. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384 <sup>a</sup>	.147	.139	.59914
Independent variable: product quality Dependent variable: attitudinal based brand loyalty				

Table 5. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.758	.213		8.241	.000	1.000	1.000
	product quality	.376	.092	.384	4.076	.000		
Dependent Variable: attitude based loyalty								

In table 4 analysis R is showing that product quality is explaining highly to attitudinal based brand loyalty. It shows that there is a positive relationship between product quality and attitudinal based brand loyalty. R value .147 is showing that the good quality of a product in a quick service restaurant caused the increased attitudinal based brand loyalty of the consumers. This means that 14.7% variability

in dependent variable attitude-based brand loyalty is due to product quality.

In table 5 the coefficient of product quality and attitudinal based brand loyalty has been showed. Beta value is describing that if the product quality change one unit, the attitudinal based brand loyalty will change .376 percent.

Table 6. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477	.228	.220	.65885
Independent variable: product quality Dependent variable: behavior-based brand loyalty				

In table 6 analysis R is showing that product quality is explaining highly to behavior based brand loyalty. It shows that there is a positive relationship between product quality and behavior based brand loyalty. R value .228 is showing that the good quality of a product in a quick service

restaurant caused the increased behavior based brand loyalty of the consumers. This means that 22.8% variability in dependent variable behavior-based brand loyalty is caused by product quality.

Table 7. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.173	.235		5.001	.000	1.000	1.000
	product quality	.540	.102	.477	5.323	.000		
Dependent Variable: behavior based loyalty								

In table 7 the coefficient of product quality and behavior based brand loyalty has been showed. Beta value is describing that if the product quality change one unit, the behavior based brand loyalty will change .540 percent. To

measure service quality four items were use; quick food delivery, employees' greeting, responsiveness, and employee attitude.

Table 8. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.313	0.098	0.089	0.72947
Dependent variable: attitude based loyalty Independent variable: service quality				

In table 8 analysis R is showing that service quality is explaining highly to attitudinal based brand loyalty. It shows that there is a positive relationship between service quality and attitudinal based brand loyalty. R value .098 is showing

that the good quality of service in a quick service restaurant caused the increased attitudinal based brand loyalty of the consumers. This means that 9.8% variability in dependent variable attitude-based brand loyalty is due to service quality.

Table 9. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.496	.306		4.884	.000		
	attitude based loyalty	.371	.115	.313	3.231	.002	1.000	1.000

Dependent Variable: service quality

In table 9 the coefficient of service quality and attitudinal based brand loyalty has been showed. Beta value is describing that if the service quality change one unit, the attitudinal based brand loyalty will change .371 percent.

Table 10. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.328	.107	.098	.72568

Dependent variable: behavior based loyalty  
Independent variable: service quality

In table 10 analysis R is showing that service quality is explaining highly to behavior based brand loyalty. It shows that there is a positive relationship between service quality and behavior based brand loyalty. R value.107 is showing that the good quality of a service in a quick service restaurant caused the increased behavior based brand loyalty of the consumers. This means that 10.7% variability in dependent variable behavior-based brand loyalty is caused by service quality.

Table 11. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.661	.245		6.769	.000		
	behavior based loyalty	.336	.099	.328	3.399	.001	1.000	1.000

Dependent Variable: service quality

In table 11 the coefficient of service quality and behavior based brand loyalty has been showed. Beta value is describing that if the service quality change one unit, the behavior based brand loyalty will change .336 percent.

## 5. Conclusion

The purpose of this study is to investigate the impact of product and service quality on brand loyalty. Four hypotheses were developed on the basis of literature review that were described by hypothesized model and tested by using correlation and regression. Convenience sampling method was used to collect data and data was collected through questionnaire. The data was analyzed through SPSS software by using Pearson's correlation and regression. The results suggest that there is a significant relationship between independent variables (product and service quality) and dependent variables (attitudinal and behavioral based brand loyalty). These results show that product and service quality had positively influenced the behavioral and attitudinal based brand loyalty. Product and service quality are both important in the restaurant industry and so in the quick-service restaurants. Crosstab analysis shows that between ages of 16 to 20 mostly respondents prefer McDonalds and between ages of 21 to 25 mostly respondents prefer Fri chicks. Regression analysis shows that product quality in quick service restaurant causes an increase in attitudinal base brand

loyalty but increase in product quality causes a more increase in behavioral brand loyalty as its value is greater i.e. 22.8%. Increase in service quality has less impact on attitudinal and behavioral brand loyalty as compared to product quality the reason may be that the customer in quick service restaurant spend limited time and have no interaction between customers and service providers. Therefore, management should look at how they can improve their customer's perception regarding service quality. In nowadays competitive conditions, customer's retention and also attracting competitor's customers are considered as the most important strategies of every business. In such circumstances, one of the techniques for strengthening the competitiveness ability is creating loyalty in customers. A good service delivery creates customer delight. The delighted customers in turn will remain loyal and always have a positive impression towards the company and its product. So in order to achieve loyalty service quality is crucial.

## 6. Limitations and Future Directions

This study has some limitations. First, due to time and cost constraint sample size is small it cannot be generalized to whole population. Second, this study includes the respondents below age of 40. Third limitation of this study is that responses were collected mainly from graduates to post



graduates. Another limitation is that this study is conducted for quick service restaurants only.

This study suggests some recommendations for future researchers. Researcher can add more variables as mediating or moderating variable like customer satisfaction brand image brand equity etc for further exploration. Further other restaurants can also be used instead of using quick service restaurant only. Industries other than restaurants can also be included in study. The perception of brand loyalty is not same among different age groups so researcher in future can add more age groups in order identify the impact of brand loyalty. Further study could be strengthening by using appropriate sample size and responses can be collected from different geographical zones.

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