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International, Peer-reviewed, Open-access Journal
Faculty of Economy and Business Mahasaraswati University.

Factors Influencing Customers' Purchasing Behavior and Satisfaction in Pizza Hut

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ABSTRACT

Fast food restaurants are prominent in many countries and they emphasize factors that can influence their customers' purchasing behavior and boost their satisfaction of dining in and ordering online from their restaurants. The purpose of this study is to identify the factors that are influencing customers' purchasing behavior and satisfaction in Pizza Hut to provide useful advice to the business to assist the management in planning their strategies. The research was conducted through primary data sources such as surveys and secondary data sources such as website research. The participants in the survey totaled 106 Pizza Hut customers from Malaysia and Indonesia. The results of this study were Pizza Hut customers' behavior is influenced by cultural factors, environmental and family factors, promotional and marketing factors, promotional price factors, and lifestyle factors while customers' satisfaction is influenced by the variety of menu options, availability of payment methods, ease of navigation on the website, the service quality and other factors. They are helpful for the company to implement strategies to grasp customers' attention and improve its performance.

Keywords: Customers' Purchasing Behavior, Fast food, Pizza Hut, Satisfaction

INTRODUCTION

Pizza Hut is an American restaurant founded in 1958 and an international franchise to most of the country of the whole worldwide. It provides Italian-American dishes and has a total of 18,703 restaurants worldwide. We researched two countries in Malaysia and Indonesia. The objective of this study is to identify the factors that influence customers' purchasing behavior and satisfaction in Pizza Hut and provide useful advice to the business to assist the management in planning their strategies.

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The cultural factor is sensible to be applied in Pizza Hut since it is an international franchise to the whole country and it is sensible that Pizza Hut needs to follow Malaysia and Indonesia culture to attract local customers. Social factors are needed where reference groups, family, roles, and status need to be classified where they can make purchase decisions. As a part of that, physical factors are which customers were concerned about their health consciousness. Personal factors are about the financial income of the customers, to which we need to pay attention as Pizza Hut prices are a bit high compared to the local restaurants. Promoting lower prices may attract customers. These factors may be sensible to assist the management in planning their strategies. Pizza Hut can earn more in the future and keep the business operating for decades or centuries.

Different mechanisms are involved in consumer behavior. Many factors influence consumer purchasing behavior with various types of products. The factors are cultural factors, social factors, economic factors, personal factors, and internal or psychological factors (Ramya & Ali, 2016). Any one of these considerations affects a purchasing decision. The process of purchasing behavior starts with consumers trying to figure out what foods they like to eat and select only certain foods that give the best utility. They will estimate the amount of money available to spend on food. Finally, the price of food will be analyzed on which foods they can consume or purchase.

Advertising is an effective way to encourage and influence the mind of viewers for making purchase decisions. Most of the time, consumer purchasing behavior is influenced by their like of the advertised product (Smith, Meurs, & Neijens, 2006). The different levels of the product price will determine a behavior category household income to purchase a product valuable for them. Money will become the main part to determine the value of a product and make decisions of consumers purchasing behavior. The more consumers earn money, the more purchasing behavior will influence.

The main behavior will be determined by the customer's characteristics and decision process. The study showed that customer characteristics are consumer influences and organizational influences, while customer decision-making is related to obtaining and disposing (Blackwell, Miniard, & Engel, 2006). Consumer influences comprise culture, personality, income, knowledge, family, values, past experiences, and life stages. The organizational influences are related to the brand, advertising, promotions, price, service, packaging, product features, quality, product availability, and convenience. To influence customer purchasing behavior and for a product to be acceptable to customers, the product's performance, the quality and cost of the product, and even environmental issues should be considered. To make a decision, consumers need to go through five stages of need and problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluations (Familmaleki, Hamidi, & Aghighi, 2015). Consumer decision-making deals with what to buy, what quantity to buy, and at what price to buy. The obtaining refers to how the consumer decides to purchase a product either at the mall or online shopping, by paying for a product using cash, credit/debit card or QR pay, and online banking. Disposing, sometimes the consumer buys a product to resell, it depends on that

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product such as shoes, cloth or something valuable or how the consumer recycled some products after purchasing.

Customer satisfaction is valuable and important since the running of a business is determined by the presence of its consumers. Satisfaction is the feeling of pleasure or disappointment that a person feels for comparing the performance results of a prepared product against their expectations. Customer satisfaction illustrates how happy or how disappointed consumers are with the transactions and experiences they feel with the company. Consumers have an important role in the sustainability and continuity of a business, this is because a business cannot operate properly without a consumer. Consumers are one of the main sources of income for a business. Customer satisfaction can help in improving the products or services of a business organization. Satisfied consumers will continue to repeat the purchase or use of products and services from a company because they know that the company serves consumers well. Satisfied consumers will encourage the creation of customer loyalty because they will buy or use products from the company regularly. Maintaining existing customers in the business is important because in addition to maintaining business continuity in the long term can also reduce or minimize costs. Getting the attention and interest of potential new customers can change costs up to 6 times greater than retaining existing customers. Customer satisfaction helps businesses a lot in the face of competition. If customers are not satisfied with the product or service, it will be easy for them to switch to another brand and it provides an advantage for other brands in competing. Some customers will not care how much it costs for a company's products or services when they have found a business that provides good service and treatment to them since they assume that a good service will be compatible with the price charged. Customer satisfaction is essential for the operational survival of a business, therefore the management of the company must know and understand what factors can affect overall customer satisfaction. Customer satisfaction is important in this research because it is the object of research that will be researched and analyzed so that later it can be known what factors can affect customer satisfaction, and later can be used as a reference basis for the management of the company, especially Pizza Hut in making decisions related to what strategies will be done to maintain the continuity of its business.

Furajji, Łatuszyńska, & Wawrzyniak (2012) stated that factors influencing customer purchasing behavior generally can be classified into five groups: cultural factors, social factors, physical factors, personal factors, and the marketing mix. In rural communities, affordability was the main factor of the customers' selection of fast-food outlets, while traditional salient factors of value for money, convenience, and accessibility are significant indicators influencing their choice (Oni & Matiza, 2014). It is a must for entrepreneurs to acquaint and understand these factors that determine the purchasing behavior as this knowledge is the basis for them to make the right decisions (Roszkowska-Holysz, 2013). Companies can prioritize their strategies for improvement by knowing what interests the customers during their searching for product information before purchasing. Therefore, the companies will manage to catch the attention of potential customers and increase the likelihood of purchase (Bucko, Kakalejčik, & Ferencová, 2018).

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Cultural factors can be divided into four sub-factors which are culture, sub-culture, social class, and groups (Furajji et al., 2012). Cultural factors are significant in consumer behavior because the culture of the place where an individual was being raised can shape an individual's behavior. The individual learns the basic values, perceptions, preferences, traits, style and activity of his/her family and society (Lepeyko, Sandal, & Omarov, 2018). Culture is the set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions. Primarily, culture is part and parcel of a society and it is also the important root of individual wants and behavior. Culture has different impacts on consumer behavior based on the countries, so marketers need to take extra care in analyzing the culture of different groups, districts, and even countries (Jisana, 2014).

Jisana (2014) classified social factors into three factors which are reference groups, family, and roles and status. On the other hand, Furajji et al. (2012) have a slightly different opinion. They classified social factors into families, roles and status, and age and life cycle stage. Families with 2 to 4 members have a higher inclination to consume fast food (Pinnagoda et al. 2017). Family is the primary reference group where members decide to purchase as most of the products are purchased for the usage of the whole family (Lepeyko et al., 2018).

Jisana (2014) stated that psychological factors affecting consumers' purchasing behavior can be classified into three factors which are motivation, perception, and beliefs and attitudes. Motivation arises from the different needs that every person has such as physiological needs, biological needs, and social needs. This can be explained through Maslow's Theory of Motivation. Perception is a way people choose, organize and interpret information to produce a purposeful experience of the world (Furajji et al., 2012). Attitude towards fast food is an important factor influencing customers' purchasing behavior. Researchers concluded that subjective norms do not have much impact on consumers' evaluation of fast-food consumption. Instead, they pay attention to trust and health consciousness. They search for restaurants that are trustworthy in which they believe will not result in foodborne illness (Ghoochani, Torabi, Hojjati, Ghanian, & Kitterlin, 2018). The food's nutritional value is important for Isfahanian consumers (Ghoochani et al., 2018). The use of mass media in advertising helps in mitigating the negative image of fast-food consumption. Lepeyko et al. (2018) stated that pricing techniques are psychological tricks that can influence the perception of price by the customers.

Chikkamath, Atteri, & Srivastava (2012) found that the monthly income of a family, price, education, and other factors affect the purchasing behavior of vegetable consumers. Zitkiene, Markeviciute, & Mickeviciene (2017) mentioned that some scientists focus on consumers' behavior which depends on their personal characteristics and habits and they also focus on environmental changes which have relation to their lifestyle and pattern of consumption of goods and services. Youths between the age group of 19-25 years have more interest to purchase fast food (Pinnagoda et al., 2017).

Since this market is so competitive, businesses must figure out how to attract consumers and get them to repurchase their products or services. Companies must consider their customers' needs, expectations, and demands to create customer satisfaction and loyalty.

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The satisfaction of a customer is an integral factor for any company to exist and survive. The ACSI model is a cause-and-effect model, which starts from “Customer Expectation” to “Perceived Quality” and to “Perceived Value”. These three factors will then affect the “Customer Satisfaction (ACSI)”, which is in the center, and will result in two other elements: “Customer Complaints” or “Customer Loyalty”.

Consumers buy goods or services as a tool to satisfy their needs and desires. Consumers, on the other hand, buy a product for the advantages it offers rather than for its physical condition. Customer satisfaction and product quality are closely related because the ability of a product to generate customer satisfaction can be used to assess its quality (Hidayat, Adanti, Darmawan, & Setyaning, 2019). When the perceived quality of a product increases, customer satisfaction is also expected to increase which will ultimately shape brand loyalty. It shows how important the quality of the product is in generating customer loyalty to the business.

Consumers can compare the quality of services delivered based on the price offered. When seen from the eyes of the customer, the price is seen as a compromise that must be made to obtain a certain form of good or service (Hidayat et al., 2019) bringing a significant influence on the perception of quality and satisfaction. Customers are more pleased when they pay a fair price. Pricing is an important factor in retaining customers and resulting in customer satisfaction, which helps all companies raise income.

Satisfaction is the level of a person’s feelings that arise after comparing the performance of products received with expectations. Pandey et al. (2021) reported a positive link between customer satisfaction and brand image. Maisarah et al. (2020) reported a positive link between customer satisfaction and service quality. The distance between "product results" and "expectation" or initial expectations is not the most important factor in determining customer satisfaction. The output of the production, however, is the most important factor. (Hidayat et al., 2019). Service quality, product quality, and price all play a role in customer satisfaction. Both of these factors are evaluated based on overall customer feedback.

When someone already has a loyal attitude, he will have a positive view of a brand, commit to the brand, and repurchase it in the future. Customer loyalty is critical for good business products and services to raise profits because if customers are unhappy with a product issued by the company, they will most likely seek out other options. Lim et al. (2020) stated that a good organizational culture can lead to customer loyalty. Customer satisfaction can be maintained by providing the best service with the expectation of consumers continuing to perform transactions (Hidayat et al., 2019).

RESEARCH METHOD

Research method refers to ways or ideas used to conduct research. There are three types of research methods which are quantitative, qualitative, and mixed methods (Strijker, Bosworth & Bouter, 2020). This research mostly used quantitative methodology. It is

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concerned with collecting and analyzing numerical data that can be structured and presented quantitatively to explain a particular circumstance (Goertzen, 2017).

We used both primary data and secondary data in this research. Firstly, for primary data, we collected the data through a questionnaire with an online survey of Google Form. We distributed this questionnaire to customers of Pizza Hut in Malaysia and Indonesia through social media and specified that the respondents must have experience of being the customers of Pizza Hut so that the results from the questionnaire are accurate and relevant. We designed the questionnaire to have four main sections: Section A Demographic information, Section B Customers' attitude towards Pizza Hut, Section C Factors influencing customers' purchasing behavior, and Section D Factors influencing customers' satisfaction. Section C and D are presented by using a Likert scale of 1 to 5, which represents strongly disagree, disagree, neutral, agree, and strongly agree respectively. Most of the questions in the questionnaire are quantitative in nature except one qualitative question which asked the opinions from the respondents about their ideal price range for large-size pizza. The questionnaire has received a total of 106 responses. Moreover, the secondary data were obtained from online sources such as Pizza Hut's official website, journals, and other relevant websites. This is to provide additional input into our research by getting data from past researches and reliable websites. After completing the data collection process, we analyzed and interpreted the responses from the respondents in a clear and meaningful way. We organised the data collected in table form and did analysis by counting frequency and expressing them in percentages. Then, we determined the factors influencing customers' purchasing behavior and satisfaction in Pizza Hut. Conclusions and recommendations for Pizza Hut were also provided at the end of the research.

RESULTS AND DISCUSSION

This section analyzes data and results based on the data responses from Google Forms, which have been distributed through social media to the 106 respondents. The survey focuses on the citizens in Malaysia and Indonesia and has four sections: the respondents' demographic information, customers' attitude towards Pizza Hut, factors influencing customers' purchasing behavior, and customers' satisfaction. The demographic profiles of the respondents are clearly shown in Table 1. Based on the survey result, the respondents were 73.6% from Malaysia, 24.5% from Indonesia, and 1.9% from other countries (China). The male participants are slightly higher (50.9%) compared to females (49.1%). Most of the respondents were between the ages of 21-30 years old. Malay topped the list with 33% followed by Chinese (31.1%), other races (28.3%), and Indian (7.5%). The respondents mostly came from students (80.2%). In Malaysia 53.2% earned lower than RM4,850 and 58.1% from Indonesia earned 2,500,000 IDR to IDR3,500,000.

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Table 1. Summary of Respondents Demographics (N=106)

Response	Frequency	Percentage (%)
Gender		
1. Male	54	50.9
2. Female	52	49.1
Age		
1. 20 and below	6	5.7
2. 21-30	90	84.9
3. 31-40	6	5.7
4. 41-50	4	3.8
5. 50 and above	0	0
Country		
1. Malaysia	78	73.6
2. Indonesia	26	24.5
3. Others	2	1.9
Race		
1. Malay	35	33
2. Chinese	33	31.1
3. Indian	8	7.5
4. Others	30	28.3
Occupation		
1. Student	85	80.2
2. Employed	16	15.1
3. Self-employed	2	1.9
4. Unemployed	1	0.9
5. Retired	2	1.9
Monthly Income for Citizens of Malaysia		
1. T20 (RM10,000 and above)	5	6.5
2. M40 (RM4,850-RM 10,000)	31	40.3
3. B40 (RM 0-RM4,850)	41	53.2
Monthly Income for Citizens of Indonesia		

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1. Upper (3,500,000IDR and above)	4	12.9
2. Middle (2,500,000IDR-3,500,000IDR)	18	58.1
3. Lowest (Lower than 2,500,000 IDR)	9	29

Table 2. Purchasing Behavior of Customers' Attitude towards Pizza Hut (N=106)

Response	Frequency	Percentage (%)
Why do you choose Pizza Hut?		
1. Taste and Satisfaction	54	50.9
2. Promotion or Discount	44	41.5
3. New Pizza arrived	6	5.7
4. Services	2	1.9
How did you discover Pizza Hut?		
1. Family and friends	68	64.2
2. Social Media	29	27.4
3. Television	7	6.6
4. Newspaper	2	1.9
5. Radio	0	0
How often do you dine-in at Pizza Hut?		
1. Once a year	75	70.8
2. Once a month	26	24.5
3. Once a week	4	3.8
4. More than once a week.	1	0.9
How often do you use Pizza Hut's online delivery service?		
1. Once a year	61	58.1
2. Once a month	41	39
3. Once a week	2	1.9
4. More than once a week	1	1
How about the service in the Pizza Hut Restaurant?		
1. Excellent	70	66
2. Good	35	33
3. Poor	1	0.9

Table 2 provides a picture of the customers' attitude towards Pizza Hut products and services. Pizza Hut is the biggest in Food and Beverage Industry that must strictly follow the

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food regulations and food hygiene regulations to keep customers safe from food poisoning. Pizza Hut around the world had set the highest quality standard operating procedure (SOP) for preparing the food to a customer. To ensure the quality of raw material from factory to kitchen, Pizza Hut adheres to strict procurement and auditing guidelines. Besides that, to get certificated halal status Pizza Hut Malaysia and Indonesia must ensure all the ingredients should not contain any form of alcohol and pork. Pizza Hut combined a delicious mix of nutritious Italian American cuisine to serve a customer a delicious and healthy pan pizza.

Over half of the respondents (50.9%) choose Pizza Hut because of taste and satisfaction. The quality of taste of pizzas that are served attracted customers to repurchase. Pizza Hut is very strict and concerned about the quality of ingredients because it can affect the quality of pizza taste. It creates value for a customer and builds a loyal customer towards the taste. Pizza Hut keeps producing a variety of pizzas every year to increase customer satisfaction. Thus, 5.6% of the respondents would choose Pizza Hut if a new pizza arrived.

Next, 68 respondents (64.2%) knew Pizza Hut through family and friends. Most of the customers were introduced to Pizza Hut by family members and friends. The Asian culture may influence the purchasing of Pizza Hut food. Most of the family members will celebrate by bringing them to Pizza Hut restaurant because the portion of food and the price are affordable to purchase. Besides that, the taste and quality of pizza satisfy them. While 29 respondents (27.4%) discovered Pizza Hut on social media. The advertising ads will attract a new customer to try it. Pizza Hut uses social media ads as a medium for marketing purposes to attract new customers with promotion prices.

A total of 75 respondents (70.8%) will dine in at Pizza Hut once a year. This may be influenced by the price and culture. The average price for the pizza is around RM15 (52,000 IDR) to RM30 (104,000 IDR) depending on the size of the pizza. Besides that, the service charges that are included in a bill will increase the total price. The portion size of pizza may not be suitable for daily meals compared to other foods. The Asian culture preferred rice as a daily meal, while pizza is likely for the event or celebration.

Pizza Hut introduced delivery orders in the early year 2000 on Pizza Net. To increase customer loyalty and build customer value perception, Pizza Hut implemented an online delivery. A total of 61 respondents (58.1%) will purchase Pizza Hut through an online delivery service. To influence a customer's purchasing behavior, online purchase and delivery are the tools to attract new customers and increase loyalty. Providing the best service to a customer and the best food quality will give satisfaction to customers. During the pandemic, customers prefer online delivery compared to a dine-in restaurant. Besides, they can save more time and no need to queue in a restaurant.

Also, 70 of the respondents (66%) believed the service in the Pizza Hut restaurant is excellent. The type of service will be evaluated based on treating customers, time preparing food, quality food, restaurant environment, and convenience orders or payment. Pizza Hut looks forward to a digital concept to give satisfaction to its customers. Pizza Hut had

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launched a new mobile application to influence customer purchasing. The payment services have changed to payWave or e-wallet, which helps customers easily make a payment using a card or smartphone. Besides, the e-wallet gives extra points and cashback to an existing customer.

Table 3. Factors Influencing Customers Purchasing Behavior (N=106)

Responses	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Culture in your country affects your perception towards purchasing in Pizza Hut.	38	35.8	57	53.8	6	5.7	3	2.8	2	1.9
You grew up in a family that can accept the menu in Pizza Hut.	67	63.2	34	32.1	3	2.8	2	1.9	0	0
People around you like to eat in or order online from Pizza Hut.	18	17.0	57	53.8	29	27.4	2	1.9	0	0
People around you recommend you to eat in or order online from Pizza Hut.	13	12.3	62	58.5	30	28.3	1	0.9	0	0
Advertisement of Pizza Hut attracts customers.	77	72.6	21	19.8	6	5.7	2	1.9	0	0
Promotion price influenced you to purchase.	84	79.2	16	15.1	5	4.7	1	0.9	0	0
Fast food in Pizza Hut fits your lifestyle.	44	41.5	47	44.3	12	11.3	2	1.9	1	0.9
The menu in Pizza Hut is suitable for your age level.	79	74.5	19	17.9	7	6.6	1	0.9	0	0

Table 3 shows the respondent's responses to factors influencing customers' purchasing behavior. A large number of customers strongly agree with the survey questions about Pizza

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Hut. Based on the findings, 53.8% of respondents agreed, followed by 35.8% of respondents who strongly agreed that culture in their country affects their perception of purchasing in Pizza Hut. This means that Pizza Hut knows how to attract customers by following their culture. Culture is the most essential factor because most customers' desire to eat is based on their local taste. Customers are more comfortable enjoying the food. Cultures can shape an individual's behavior. If the customers' behavior suits to the surrounding of Pizza Hut, it may influence customers' attractiveness towards Pizza Hut (Xiao, Yang, & Iqbal, 2018).

The next survey question was to see whether customers grew up in a family that can accept the menu in Pizza Hut or not. It shows 63.2% of respondents strongly agreed and 32.1% agreed. This is because if customers grew up in a family that can accept the menu in Pizza Hut, they can enjoy Pizza Hut together with the whole family. This might attract more people to buy it in the future. Pizza Hut will be one of their choices to eat together and facilitate the family members to choose foods that every family member can eat. Due to this, family members have less time to cook food at home and such customers are from a group of people with higher income and can be target market by Pizza Hut (UKEssays, 2017).

It also shows that most of the respondents agrees and were neutral that people around them like to eat in or order Pizza Hut online. This makes sense because nowadays it is convenient to buy online or go out and buy at the restaurant. Due to the pandemic, people are forced to sit at home and are not encouraged to go out so often. Therefore, they use Foodpanda or Grabfood applications to order Pizza Hut rather than to buy at the restaurant. This kind of new method of promotion is to increase Pizza Hut's market share (UKEssays, 2017).

A total of 58.5% of respondents agrees and 28.3% were neutral with people around them recommend eating in or order Pizza Hut online. This is because people can decide whether they want to eat in or order online that is more convenient for them. Friends and families might be the one that leads Pizza Hut's customers by recommending which is the best to buy a pizza. Families and friends also play the most important role in recommending and attracting Pizza Hut's customers. It comes from customers' satisfaction and product quality as they are closely related since the ability of a product to generate customer satisfaction can be used to assess its quality. If the quality of a product increases, customer satisfaction is also expected to increase which will ultimately shape brand loyalty (Xiao et al., 2018).

The advertisement of Pizza Hut was also examined to identify the factors influencing customers' purchasing behavior. It shows that 72.6% of respondents strongly agreed with the statement. However, some respondents (1.9%) disagreed. Pizza Hut is always on the market because their advertisement is attractive where they know how to attract customers by promotion on televisions. People watching the advertisement will be tempted by the attraction and decide to buy the pizza immediately. Pizza Hut also uses different types of advertisements to create awareness in its target market. They use leaflet distribution in universities to create awareness in students about their product. Advertisement on television is a bit expensive but the objective is to create awareness among 90% of target consumers about the new products (UKEssays, 2017).

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To study factors influencing customers' purchasing behavior, we examined the price. We found that the majority of customers (79.2%) strongly agreed with promotion price influencing them to purchase. Also, 15.1% of respondents agreed with the promotion price of Pizza Hut. This is because Pizza Hut chose the best quality of food at the best price for the local area. Pizza Hut has already studied the local area's ability to buy the food. Promotion may attract customers to buy more since the price is lower. Pizza Hut is using high and low pricing strategies for setting the price of its product. Besides, price skimming strategy had been used to send signals to customers that their products are quality where the medium and large pickle pizza will be available in deals as well by paying some extra, customers may add a salad of their own choice (UKEssays, 2017).

We also investigated whether fast food in Pizza Hut fits customer lifestyles. The questionnaire shows 44.3% of the respondents agree that Pizza Hut fits their lifestyle and only 0.9% strongly disagree with it. Pizza Hut is a western food where Malaysia and Indonesia can accept the food in a local place and follow their taste. Pizza Hut's price is not that high and everyone can enjoy the food. Personal characteristics and habits are very much influence due to environmental changes which have relation to their lifestyle (Xiao et al., 2018). Youths between the age group of 19-25 years have more interest to purchase fast food. They intend to eat fast food rather than any other food (Pinnagoda et al., 2017).

This paper also examined whether the menu in Pizza Hut is suitable for the customer's age level. Pizza Hut blends in with local customers of all ages to enjoy the food. There are many types of food on the menu for different age levels where some of it is for kids and some for adults. We found 74.5% of the respondents strongly agreed with this statement. This can attract the whole family to eat together and attract more customers to buy the food. Thus, personal factors are included in the age level where more teenagers and young adults are interested to purchase fast food.

To sum up, Pizza Hut strongly emphasizes factors influencing customers' purchasing behavior. The number of customers who strongly agree is far different from the number of customers who strongly disagree. We can conclude that the majority of the respondents have a positive impression and are satisfied with Pizza Hut fast food. However, there are still tribes of customers who disagree with the statement given. The highest respondents that strongly agree with were the availability of Pizza Hut to go through. On the negative side, there are still some respondents disagreeing with what Pizza Hut had given them. This is because Pizza Hut has much competition in the food industry, making Pizza Hut compete for a name as the top food industry. However, we can conclude that Pizza Hut is known among most locals of different ages and most of them had experience eating Pizza Hut. However, the marketing of Pizza Hut needs to be enhanced into a new strategy by studying more the factors that influence customers to purchase. Pizza Hut needs to promote its fast food on a large scale and ensure that every sales activity is carried out effectively.

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Table 4. Scale on Factors Influencing Customers' Satisfaction (N=106)

Responses	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Pizza Hut offers a variety of menu choices.	82	77.4	18	17	6	5.7	0	0	0	0
Payment methods available in Pizza Hut are convenient for you.	81	76.4	14	13.2	9	8.5	2	1.9	0	0
Pizza Hut website is easy to navigate.	81	76.4	14	13.2	10	9.4	1	0.9	0	0
Technology used in stores makes it easier to place orders.	72	67.9	25	23.6	8	7.5	1	0.9	0	0
Satisfaction toward Pizza Hut service level.	79	74.5	20	18.9	7	6.6	0	0	0	0
The menu options make it easier for you to make a choice.	77	72.6	22	20.8	7	6.6	0	0	0	0
The food provided by Pizza Hut has high quality.	77	72.6	20	18.9	9	8.5	0	0	0	0
Food in Pizza Hut is freshly served.	82	77.4	15	14.2	7	6.6	2	1.9	0	0
The price of Pizza Hut is affordable.	79	74.5	14	13.2	11	10.4	2	1.9	0	0
Promotion set price reasonable to purchase.	81	76.4	15	14.2	9	8.5	1	0.9	0	0
Before purchasing Pizza Hut, you have seen testimonials from other customers.	34	32.1	57	53.8	9	8.5	5	4.7	1	0.9

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Other customers' testimonials affect your satisfaction with Pizza Hut products and services.	17	16	50	47.2	36	34	3	2.8	0	0
You will compare the experiences of other customers with your own after making a purchase at Pizza Hut.	29	27.4	61	57.5	9	8.5	6	5.7	1	0.9
How likely would you recommend Pizza Hut to your friends or family members?	67	63.2	30	28.3	8	7.5	1	0.9	0	0
How do you satisfy with service of Pizza Hut?	76	71.7	21	19.8	8	7.5	1	0.9	0	0

Table 5. Scale on Factors Influencing Customers' Satisfaction (N=106)

Response	Frequency	Percentage (%)
Would you continue to purchase from Pizza Hut in the future?		
1. Yes	94	88.7
2. No	1	0.9
3. Maybe	11	10.4
"Promotion price influence me to purchase". What is your ideal price range for large size pizza?		
1. RM10-RM20	4	3.8
2. RM15-RM18	5	4.7
3. RM20-RM35	1	0.9
4. RM30-RM35	8	7.5
5. RM30-RM40	1	0.9
6. RM35-RM40	5	4.7
7. RM25-RM50	1	0.9
8. RM30-RM50	1	0.9
9. Rp 25,000	1	0.9
10. Rp 50,000-100,000	1	0.9
11. Rp 150,000-200,000	1	0.9

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12. No comment

77

72.6

Tables 4 and 5 show the scale of factors influencing customers' satisfaction. The majority of the customers are satisfied with all the services and facilities provided by Pizza Hut. It can be proven based on the finding that none of the respondents choose strongly unsatisfied in most of their answers. For the first 3 questions asking their respondents' satisfaction with the variety of menu options, payment methods, and navigation on Pizza Hut website, more than 80 respondents are very satisfied implying the efficiency of Pizza Hut in attracting customers who like to order online. While for questions regarding the use of technology in stores that make order taking easier, the level of satisfaction with the service provided and menu options that make ordering easier, the number of very satisfied customers are under 80 respondents. This shows the level of service provided by Pizza Hut in-store is less satisfactory than that they provide online where more than 80 respondents are very satisfied with it.

We also provide questions regarding the food served at Pizza Hut. As expected, there were no unsatisfied respondents about the high-quality food provided by Pizza Hut and only 1.9% of the respondents were unsatisfied with the freshness of the food that Pizza Hut served. It proves how Pizza Hut places a premium on the quality of their food, which has a significant impact on customers' satisfaction with the company. As we know, price is one of the most important factors that affect a customer's purchase. In our survey, we found that the prices offered by Pizza Hut satisfy their customers either the original price or promotion price. Based on the survey, only 1.9% of our respondents were unsatisfied with the original price while only 0.9% of our respondents were unsatisfied with the promotion price. The rest were satisfied and did not care about the price. It proved how a good quality product and reasonable prices are very important to attract more customers and to satisfy them.

This survey question also asks about the influence of others on their choice of Pizza Hut. For more convincing results, customers who want to buy will read testimonials given by other customers and after they purchase the item, they will compare those testimonials with their own experience. Based on the survey, 85.9% of the respondents agreed that they look at testimonials from other clients to make decisions. While only 63.2% of our respondents were affected by the testimonials they read. Also, 84.9% of them compare the experiences of other customers with their own after purchasing. This proves that a food review for a product is needed for those who never taste the food and it is one way to build trust. Comparing their reviews with others' is to make sure they get the same product and services as other customers.

On the question about whether they are likely to recommend Pizza Hut to their family and friends, 28.3% and 63.2% of the respondents agreed and highly agreed. While only 0.9% of them disagreed. This proves that Pizza Hut's service and products succeed in satisfying customers. Also, we found 71.7% of the respondents were strongly satisfied while 19.8% were satisfied with Pizza Hut's services. The best part is 88.7% of the respondents will purchase Pizza Hut in the future, 0.9 chose no and 10.4% chose maybe.

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Pizza Hut successfully provides high-quality services and products to its customers. Reasonable prices, as well as high-quality products, became the main attraction of Pizza Hut which caused almost all of our respondents to choose to continue buying pizza in the future. Most customers will look at the testimonials before they buy to make sure the product meets their needs. The ideal price range for large pizza is RM25 to RM35 because it was the most worth to everyone.

CONCLUSIONS

Based on the results of discussions, it can be concluded that most of the customers choose Pizza Hut because of taste and satisfaction, fresh pizza conditions, information from family and friends, culture and habits, promotions on social media, promotional prices, online delivery services, good service, as well as ease of payment and cashback. Pizza Hut customers' purchasing behavior is influenced by cultural factors, environmental and family factors, promotional and marketing factors, promotional price factors, and lifestyle factors. While Pizza Hut customer satisfaction is influenced by the variety of menu options, availability of payment methods, ease of navigation on the website, the use of technology to facilitate the ordering process, the level of service, the ease of menu options, the high quality of the food available, the freshness of the food served, the original price and promotional prices offered, as well as other customer testimonials and customer experience.

Pizza Hut manages to provide service and products of high quality to satisfy customers, therefore most customers agreed to recommend Pizza Hut to family and friends, as well as intended to repurchase. As an international franchise restaurant, Pizza Hut should consider factors that influence purchasing behavior and customer satisfaction as a basis or reference in determining strategies to be able to compete and maintain business continuity such as maintaining the quality of raw materials, improving marketing through various social media, considering the culture and habits that exist, increasing the use of technology in sales to payments, providing promo prices and cashback, increasing menu variations, considering each customer's testimonials, improving good service, and maintaining customer trust.

This study has limitations both in terms of respondents and objects. Future researchers can add or expand the respondents not only existing customers in Malaysia and Indonesia but also from other countries in addition to other factors for analysis.

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