The Role of Food Quality in Shaping Customer Satisfaction and Repurchase Intentions: Insights from Malaysia's Street Food Industry

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Abstract: The street food industry plays a significant role in Malaysia's informal food sector, offering convenient, affordable, and culturally rich meal options. This research examines how food quality factors (including taste, healthiness, variety, freshness, and presentation) affect customer satisfaction and the intention to repurchase, focusing on street food consumption in Malaysia. Customer satisfaction is also examined as a mediating variable in the relationship between food quality and repurchase intention. A total of 384 responses were collected using a structured questionnaire and analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The data were analyzed, and the primary findings were assessed to explore the relationship between food quality attributes and both customer satisfaction and repurchase intention. From the results, all food quality attributes were found to have a significant positive effect on customer satisfaction, with variety emerging as the most influential factor. Additionally, customer satisfaction significantly predicted repurchase intention and successfully mediated the relationship between individual food quality attributes and customers repurchase behavior. These findings highlight the critical role of upholding high food quality standards in boosting customer satisfaction and loyalty in the street food sector. The study offers valuable insights for street food vendors and policymakers in improving service quality and sustaining business growth in Malaysia's informal food industry.

Keywords: street food, customer satisfaction, food quality, repurchase intention, variety, freshness, presentation.

1. Introduction

The food and beverage (F&B) sector continue to be one of the most dynamic and fast-growing segments within Malaysia's hospitality industry, making a significant contribution to the nation's economic development (Rajput, 2020). In 2024, the Malaysian foodservice profit sector generated revenue of MYR 100.9 billion (USD 22 billion), reflecting a compound annual growth rate (CAGR) of 2.2% from MYR 90.7 billion (USD 21.9 billion) in 2019. During the same period, the number of transactions recorded a CAGR of 4.3% (GlobalData, 2025). Among the various segments within this sector, street food plays a vital role in offering affordable, accessible, and culturally resonant meal options to a broad demographic.

The popularity of street food is further driven by changing lifestyles, where fast-paced routines, limited food preparation time, and the desire for convenience have shifted consumption habits away from home-cooked meals toward dine-in or takeaway options (Gupta et al., 2018; Abdullah, 2017). In this regard, street food functions not only as a quick meal option but also as a space for socializing, cultural expression, and fostering community identity (Ismail et al., 2016).

In an increasingly competitive food landscape, customer satisfaction is recognized as a key factor for business sustainability. Prior research has consistently linked satisfaction to outcomes such as loyalty, repeat purchase intention, and positive word-of-mouth (Bashir et al., 2022; Fornell et al., 1996). Moreover, keeping customers satisfied need to be higher priority in the dynamic food industry to make customer repurchase intention (Bashir et al., 2022; Sulek & Hensley, 2004; Kivela et al., 2000; Johns & Pine, 2002).

Specifically, food quality comprising variety, freshness, and presentation—has been identified as a critical determinant of satisfaction and behavioral intention (Bashir et al., 2022; Namkung & Jang, 2007). However, little

is known about how these specific attributes shape repurchase behavior in the street food setting.

To address this research gap, the present study examines the influence of specific food quality attributes, including variety, freshness, and presentation, on customer satisfaction, and how this satisfaction subsequently affects repurchase intention. The research is based on the Theory of Planned Behavior (TPB), which proposes that behavior is driven by intention and influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Within this framework, customer satisfaction functions as a mediating variable that connects positive attitudes, formed through perceptions of food quality, with repurchase intention. This investigation is particularly relevant in the context of Malaysian street food, where understanding how food quality influences customer satisfaction and, in turn, repurchase behavior is critical.

2. Literature Review

2.1 Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991) has proven useful in understanding food-related behaviors, particularly when consumer attitudes are influenced by evaluations of food quality attributes such as variety, freshness, and presentation. These attributes are highly relevant in the context of street food, where perceptions of food quality play a central role in shaping customer satisfaction. Prior studies have suggested that customer satisfaction functions as a key psychological mechanism linking attitude to behavioral outcomes such as repurchase intention (Han & Kim, 2010). Although not all components of the TPB—namely subjective norms and perceived behavioral control—are consistently measured in food studies, the integration of satisfaction as a mediating variable has demonstrated improved explanatory power in predicting consumer intentions.

Thus, adopting the Theory of Planned Behavior and incorporating customer satisfaction as a mediator provides a robust framework for examining how consumers' positive evaluations of street food quality influence their satisfaction and subsequently affect their intention to repurchase (Ajzen, 1991; Han & Kim, 2010).

2.2 Street Food

Street food has evolved into a global phenomenon, driven by urbanization, affordability, and shifting consumer lifestyles. As urban areas expand, the demand for convenient and accessible meal options has intensified, resulting in the proliferation of street food vendors across cityscapes (FAO, 2023). Defined by the Food and Agriculture Organization (FAO) in 1989 and reaffirmed by the World Health Organization (WHO) in 1996, street food refers to ready-to-eat foods and beverages that are prepared and/or sold by vendors and hawkers, typically in streets and other public spaces (FAO, 1989; WHO, 1996). Its affordability makes it an attractive choice for a broad demographic, particularly among lower-income groups (Vignola & Oosterveer, 2022). Moreover, changing consumer behaviors, marked by a preference for quick, diverse, and flavorful food experiences, have further fueled the rising popularity of street food globally (Innova Market Insights, 2023).

In Malaysia, the street food culture, particularly through the concept of pasar malam (night markets), has experienced significant growth since the 1960s. These markets offer low-cost, freshly prepared food through mobile setups situated near residential and work areas (Johan et al., 2021). Street food is not only a cultural expression but also a practical solution for busy urban and rural consumers seeking quick and affordable meals (Ismail et al., 2015; Gupta et al., 2018). Moreover, it serves as a crucial source of income for many families in developing regions (Abrahale et al., 2018; Shamimi et al., 2019).

Numerous studies highlight that the popularity of street food can be attributed to its convenience, low price, diversity, and accessibility (Singh et al., 2016; Trafialek et al., 2017). Street food plays an essential role in fulfilling daily nutritional needs, particularly for low- and middle-income groups (Sousa, 2022). However, despite its advantages, concerns persist regarding hygiene and food safety, given the informal nature of its preparation (Namugumya & Muyanja, 2012).

As the Malaysian government continues to support street food vendors through training and regulation (Ishak et al., 2012), the sector has evolved into a significant micro-industry with substantial economic impact. In the current

competitive landscape, however, street food vendors must not only focus on affordability but also address the growing consumer demand for higher food quality. Key food quality attributes (such as healthiness, presentation, and freshness) are increasingly critical factors that influence both customer satisfaction and long-term customer loyalty (Chang et al., 2020; Bashir et al., 2022). These evolving expectations highlight the need for vendors to balance traditional affordability with the enhanced quality standards required to retain and attract a loyal customer base.

2.3 Food Quality Attributes

2.3.1 Variety

The term "food diversity" or "menu variety" refers to the range of food items available on the menu (Luong & Hussey, 2022). To foster greater customer engagement, food vendors, including those in the street food sector, regularly adapt and diversify their menus to align with evolving customer preferences (EssFeed, 2024). Ramanathan et al. (2016) state that the variety of menu options has a direct impact on customer satisfaction and is closely associated with customer contentment. Rozekhi et al. (2016) observed that many upscale restaurants feature rotating fixed-price menus to showcase new and inventive dishes. In comparison, street food vendors naturally offer a wide variety of foods, which attracts diverse customer preferences (Al Harthy et al., 2021; Chang et al., 2020; Morano et al., 2018; Choi et al., 2013). Rajput & Gahfoor (2020) highlight that a variety of menu items is considered a critical determinant of food quality, driving academic interest in street food menus and their impact on customer satisfaction.

2.3.2 Freshness

Freshness is a critical quality criterion for street food vendors to prioritize, as it directly impacts the perceived food quality (Ideris et al., 2021; Acebrón & Dopico, 2000). Customers expect fresh food, which is often characterized by qualities such as crispiness, aroma, and juiciness (Ideris et al., 2021; Péneau et al., 2006). In the context of street food, particularly in Malaysia, customers highly value freshness, believing it to be essential for their health (Rozekhi et al., 2016). Despite the higher costs associated with maintaining freshness, Shaharudin et al. (2011) note that consumers still prefer fresh food, even when sourced from street food vendors.

To ensure freshness, street food vendors must carefully prepare and store ingredients, using them only when a customer places an order. This approach mirrors lean manufacturing techniques, which emphasize operational efficiency while maintaining food quality and freshness (Shaharudin et al., 2011). Therefore, for street food vendors, ensuring freshness is not only a food quality attribute but also a key factor in enhancing customer satisfaction and promoting loyalty.

2.3.3 Presentation

Food presentation is a critical factor in influencing consumers' perceptions and overall dining satisfaction, particularly in street food settings. Visual aspects such as color, layout, and decorative elements significantly enhance the attractiveness and perceived quality of food (Zainol et al., 2018). Namkung & Jang (2008) argue that food presentation plays a crucial role in making food appear more attractive to customers. Since street food is often consumed in casual, fast-paced settings, the visual appeal of food is particularly important, stimulating customers' senses of sight before smell and taste (Namkung & Jang, 2007). As Kivela et al. (1999) suggest, food presentation significantly influences dining satisfaction and perceptions of food quality.

For street food vendors, the presentation of food is vital in shaping customers' first impressions and their emotional connection with the food. Whether food is served in appealing packaging or features well-arranged ingredients, presentation influences how customers perceive the value of the food (Shaharudin et al., 2011). In the competitive street food environment, presenting food attractively is an effective way for vendors to differentiate themselves and create memorable customer experiences (Zainol et al., 2018).

2.4 Customer Satisfaction

Customer satisfaction is a critical component of success in any food service industry, including street food (Oliver,

1999; Solomon, 1996). It refers to the emotional or attitudinal response customers have to a product or service after consumption. In the street food sector, customer satisfaction is largely influenced by food attributes such as freshness, hygiene, portion size, and speed of service (Shaharudin et al., 2011). When street food vendors meet or exceed customer expectations, satisfaction increases, leading to higher levels of repurchase intention and positive word-of-mouth promotion (Rajput & Gahfoor, 2020; Mahardhika & Nurmahdi, 2023). Conversely, dissatisfaction can lead to complaints or the desire to switch vendors (Saidu, 2017; Gulledge, 1996).

For street food vendors, customer satisfaction is not only driven by tangible service outcomes but also by subjective emotional and psychological evaluations (Üstünsoy et al., 2024). Vendors must understand customer preferences and expectations to offer meaningful experiences that foster satisfaction and encourage repeat business (Khadka & Maharjan, 2017; Embden, 2020). Therefore, ensuring high customer satisfaction in street food requires an understanding of the diverse needs of customers.

2.5 Repurchase Intention

Repurchase intention refers to the likelihood that a customer will return to purchase from a food vendor after having a positive consumption experience (Mahardhika & Nurmahdi, 2023). In the street food sector, repurchase intention serves as a crucial indicator of customer loyalty, satisfaction, and potential revenue growth (Kim & Chung, 2011). Factors such as food quality, price, service experience, and overall customer satisfaction significantly influence the likelihood of customers returning to street food vendors (Abdullah et al., 2018). Additionally, demographic elements such as age, gender, and education may shape repurchase decisions (Daneshvary & Schower, 2000). A higher willingness to pay, even when alternatives exist, signifies strong repurchase intention (Zeithaml et al., 1996).

Liu and Jang (2009) further emphasize that repurchase intention in the street food context is also driven by customer satisfaction, particularly with food quality, pricing, and service experience. Their research indicates that satisfied customers are more likely to revisit and recommend street food vendors to others, thereby contributing to customer retention and business sustainability (Liu & Jang, 2009).

For street food vendors, cultivating repurchase intention requires offering high-quality food, maintaining competitive pricing, and ensuring consistently satisfying experiences. Repeat customers are often more profitable than new ones, underlining the importance of building customer loyalty through food quality and responsive customer service (Chaudhry, 2007). Thus, street food vendors must focus on food quality, creativity, and responsiveness to customer preferences to boost satisfaction and increase the likelihood of repeat visits (Her, 2015).

3. Methodology

3.1 The Sample

This study employed a cross-sectional survey design, which is appropriate for examining patterns and relationships between variables at a single point in time (Creswell & Creswell, 2017; Sekaran & Bougie, 2016). A descriptive and causal-comparative approach was adopted to support the research objectives.

The target population consisted of individuals aged 18 and above who had previously purchased street food in the Baling District, Kedah. Due to the absence of a defined sampling frame, a non-probability convenience sampling method was employed to collect data from respondents who were readily accessible within the Baling Street food area (Sekaran & Bougie, 2016).

The minimum required sample size was calculated using Cochran's formula, yielding 384 respondents at a 95% confidence level and a 5% margin of error. This figure also aligns with the sample size recommended by Krejcie and Morgan (1970) for large or unknown populations, and is considered sufficient for conducting empirical research and statistical analysis. Moreover, it satisfies the minimum threshold for Partial Least Squares Structural Equation Modeling (PLS-SEM) based on model complexity and statistical power requirements (Hair et al., 2010).

3.2 Measures

Data were collected using a self-administered, bilingual (English and Malay) questionnaire, consisting of closed-ended items on a 5-point Likert scale. The questionnaire was adapted from validated scales (Luong & Hussey, 2022), ensuring content and face validity through expert review and a pilot test involving 30 street food customers.

The questionnaire was divided into five sections. Section A included two screening questions to ensure respondent eligibility and a brief customer profile (Mahmutovic, 2021). Section B collected demographic data such as gender, marital status, income, education level, and occupation, using a nominal scale. Section C addressed the independent variable, food quality, encompassing key attributes such as taste, presentation, healthiness, variety, and freshness. Section D measured customer satisfaction as the mediating variable, while Section E assessed the dependent variable, repurchase intention.

4. Results / Findings

4.1 Indicator Reliability

Indicator reliability was assessed by examining the outer loadings of each item, where a value of 0.708 or higher is generally recommended to indicate sufficient individual item reliability (Hair et al., 2014; Hair et al., 2017). However, loadings between 0.50 and 0.70 are still considered acceptable, provided that the construct's average variance extracted (AVE) and composite reliability (CR) remain within acceptable thresholds.

In accordance with this criterion, several items were removed from the measurement model to ensure construct reliability and validity, as they recorded outer loadings below the 0.40 threshold, in line with the recommendation by Hair et al. (2014).

After refining the model, a total of 30 items were retained, with outer loadings ranging from 0.509 to 0.905. As shown in Table 2, all retained items had loadings above 0.50, thereby confirming that the indicator reliability of the measurement model has been satisfactorily achieved.

Table 1. Outer Loadings Values

Constructs	Items	Outer Loadings (>0.50)
Repurchase Intention	P1	0.737
	P2	0.827
	P3	0.775
	P4	0.832
	P5	0.849
	P6	0.601
	P7	0.740
	P8	0.692
	P9	0.695
	P10	0.509
	P11	0.772
Customer Satisfaction	CS1	0.520
	CS2	0.729
	CS3	0.850
	CS4	0.802
	CS5	0.857
	CS6	0.864
	CS7	0.876

	CS8	0.808
	CS9	0.873
	CS10	0.845
Taste	FQ1	0.882
	FQ3	0.887
Presentation	FQ5	0.768
	FQ6	0.738
	FQ7	0.857
	FQ8	0.809
Healthy	FQ12	0.708
	FQ13	0.693
	FQ14	0.790
Variety	FQ18	0.820
	FQ19	0.905
	FQ20	0.853
Freshness	FQ21	0.839
	FQ22	0.884

4.2 Internal Consistency Reliability

Table 2 presents the composite reliability (CR) values for all constructs in the measurement model. Each construct exceeds the minimum threshold value of 0.70, as recommended by Hair et al. (2014), indicating satisfactory internal consistency reliability. Composite reliability is considered acceptable when the CR value for a construct is 0.70 or higher. Therefore, it can be concluded that all constructs in this study demonstrate sufficient internal consistency.

Table 2. Internal Consistency Reliability

Constructs	Composite Reliability, CR (>0.7)
Repurchase Intention	0.928
Customer Satisfaction	0.949
Presentation	0.872
Variety	0.895
Freshness	0.853

4.3 Convergent Validity

Convergent validity refers to the extent to which each measurement item correlates strongly with its associated theoretical construct. According to Hair et al. (2014), adequate convergent validity is established when the average variance extracted (AVE) for a construct is at least 0.50. This threshold indicates that the construct accounts for more than 50% of the variance in its observed indicators.

Table 3 presents the AVE values for all constructs in the measurement model. As shown, each construct exceeds the minimum required AVE value of 0.50, thereby confirming that all constructs exhibit satisfactory convergent validity.

Table 3. Average Variance Extracted Values

Constructs	Average Variance Extracted, AVE (>0.5)
Repurchase Intention	0.542
Customer Satisfaction	0.655
Presentation	0.631
Variety	0.739
Freshness	0.743

4.4 Discriminant Validity

As the final step in evaluating the reflective measurement model, discriminant validity was assessed using the Heterotrait-Monotrait Ratio of Correlations (HTMT), as recommended by Hair et al. (2014). HTMT is calculated by comparing the average correlations between indicators measuring different constructs with the average correlations between indicators measuring the same construct. This method estimates the true correlation between two constructs assuming perfect reliability, which is also referred to as the disattenuated correlation.

A disattenuated correlation value that approaches 1.00 indicates poor discriminant validity. Specifically, HTMT values exceeding 0.90 suggest a lack of discriminant validity, while values below this threshold indicate that the constructs are empirically distinct. As shown in Table 4, all HTMT values in this study fall below the recommended threshold of 0.90. Therefore, discriminant validity is confirmed at the construct level.

Since all criteria for the measurement model have been satisfied, including indicator reliability, internal consistency reliability, convergent validity, and discriminant validity, the model can be considered both reliable and valid. With this foundation established, the next step is to evaluate the structural model to test the proposed hypotheses.

Table 4. HTMT values

		1	2	3	4	5	6	7
1.	Customer Satisfaction							
2.	Freshness	0.228						
4.	Presentation	0.463	0.124	0.486				
5.	Repurchase Intention	0.789	0.148	0.418	0.288			
7.	Variety	0.603	0.116	0.477	0.537	0.573	0.681	

Note: 1-Customer Satisfaction, 2-Freshness, 3-Healthy, 4-Presentation, 5-Repurchase Intention, 6-Taste, 7-Variety.

4.5 Assessment of Collinearity

The first step in assessing the structural model involves evaluating collinearity among the exogenous constructs. This assessment is essential to identify any potential bias in the path coefficients and to determine whether significant levels of multicollinearity exist among the predictor variables (Hair et al., 2014).

Table 5 displays the Variance Inflation Factor (VIF) values for all exogenous constructs included in the structural model. A total of three constructs were tested for collinearity. The results show that all VIF values are below the recommended threshold of 5. This indicates that multicollinearity is not a concern, and there is no significant collinearity among the constructs. Therefore, all exogenous constructs were retained in the model for further analysis.

Table 5. VIF value

Exogenous Constructs	Variance Inflation Factor (VIF)
Presentation	1.482
Variety	1.501
Freshness	1.046

4.6 Assessment of Path Coefficients

To explore the connections among the constructs being studied, the structural model, commonly referred to as the inner model, was employed (Hair et al., 2014). Once the measurement model was verified for both validity and reliability, the next step involved assessing the structural model to examine the interrelationships between the endogenous and exogenous constructs, as well as to determine the model's predictive accuracy.

To test the hypotheses, bootstrapping was conducted using the PLS-SEM software, which allowed for the assessment of path coefficients and the stability of the estimates. The findings from the structural model analysis indicate that the empirical data supports the conceptual framework proposed in this study.

In accordance with the evaluation guidelines by Hair et al. (2014), the structural model assessment was conducted through five key steps: (1) examination of multicollinearity, (2) evaluation of the significance and relevance of the path coefficients, (3) evaluation of the R^2 value to determine the model's explanatory power, (4) calculation of effect size (f^2) to assess the impact of each exogenous construct, and (5) examination of predictive relevance (Q^2) to evaluate the model's forecasting capability.

The primary aim of evaluating the structural model is to maximize the explained variance (R^2) in the endogenous constructs and to determine the size and statistical significance of the hypothesised paths. The structural model in this study comprises two direct paths, as elaborated in the following section on path coefficient assessment.

Table 6. Path Coefficients Result

Relationships	Path coefficient	t-value	p-value	Confidence Interval	
				5.0%	95.0%
Variety -> Customer Satisfaction	0.304	6.129	0.000***	0.225	0.385
Freshness -> Customer Satisfaction	0.172	3.181	0.000***	0.089	0.238
Presentation -> Customer Satisfaction	0.138	2.863	0.002***	0.060	0.217
Customer Satisfaction -> Repurchase Intention	0.739	27.337	0.000***	0.688	0.778

Note: Significant at ***1% level

4.7 Assessment of Coefficient of Determination (R^2)

Based on Table 7, the coefficient of determination (R^2) for customer satisfaction is 0.423. This suggests that 42.3% of the variance in customer satisfaction is explained by its associated exogenous constructs. Similarly, the R^2 value for repurchase intention is 0.546, indicating that 54.6% of the variance in repurchase intention is explained by customer satisfaction.

Based on the guidelines by Hair et al. (2014), R^2 values of 0.25, 0.50, and 0.75 are considered to represent weak, moderate, and substantial levels of explanatory power, respectively. Therefore, the R^2 value for customer

satisfaction indicates a moderate level of predictive accuracy, while the R^2 for repurchase intention demonstrates a stronger predictive relevance. The latter can be regarded as the model's overall explanatory power with respect to repurchase intention.

Table 7. Coefficient of determination (R2)

Construct	Initial Model
Customer Satisfaction	0.423
Repurchase Intention	0.546

4.8 Assessment of Effect Size (f²)

The effect size of the structural model was evaluated to determine whether the increase in R^2 corresponds to the proportion of variance that remains unexplained in the endogenous construct (Hair et al., 2014). The f^2 effect size measures the influence of a predictor construct on the R^2 value of an endogenous construct. As shown in Table 8, the effect sizes for the relationships between food quality attributes, such as presentation and variety, and customer satisfaction, as well as between customer satisfaction and repurchase intention, were found to be small to moderate, respectively.

Table 8. Effect Size (f2) Values

Constructs	Effect Size (f^2)	
	Customer Satisfaction	Repurchase Intention
Presentation	0.022	-
Variety	0.107	-
Customer Satisfaction	-	1.204

4.9 Assessment of Predictive Relevance (Q²)

The final phase in evaluating the structural model involves analyzing the Stone-Geisser's Q^2 value, which indicates the model's predictive capability. A value of $Q^2 > 0$ signifies that the model has predictive relevance (Hair et al., 2014). Since the Q^2 value applies exclusively to endogenous constructs with reflective measurement models or single-item endogenous constructs, the PLS prediction process in SmartPLS 4.0 generates Q^2 values only for customer satisfaction and repurchase intention. The analysis yields Q^2 values of 0.399 for customer satisfaction and 0.276 for repurchase intention. Given that both values exceed zero, this confirms the model's predictive relevance for the endogenous constructs.

	Hypotheses	Results
H1	Food Quality attributes is positively affecting customers' satisfaction.	Supported
H2	Satisfaction on food quality attributes positively increase repurchase intention.	Supported
H3	Customer's satisfaction positively mediates the relationship between food quality attributes and repurchase intention.	Supported

5. Conclusion and Recommendation

5.1 Conclusion

This study investigated how food quality attributes influence customer satisfaction and, subsequently, repurchase intention in the context of street food. The findings confirm that key food quality attributes significantly contribute to customer satisfaction. In turn, customer satisfaction strongly predicts repurchase intention, indicating its central role in shaping consumer behavior in the street food sector.

Among all the food quality attributes studied, variety was identified as the most influential factor affecting customer satisfaction. This highlights one of the unique strengths of street food, where consumers are often drawn to the diverse and accessible menu options available. In addition, health-conscious food options, good taste, freshness, and appealing presentation were also found to enhance the dining experience and increase the likelihood of repeat purchases.

From a theoretical standpoint, this research contributes to the growing body of literature on food service management by reinforcing the mediating role of customer satisfaction between food quality and repurchase intention. Practically, it offers actionable insights for street food vendors, encouraging them to prioritize improvements in food quality to enhance customer satisfaction and build long-term customer loyalty.

To remain competitive in the expanding street food industry, vendors are encouraged to focus their resources on offering a wider variety of food, incorporating healthier options, maintaining freshness, and ensuring visually appealing presentation. By doing so, they can better meet customer expectations and improve business sustainability.

Additionally, local authorities and policymakers can support this segment by offering training programs, food safety workshops, and incentives that promote innovation and quality enhancement among street food vendors.

5.2 Recommendations for Future Research

Future research could explore how other variables such as service quality, pricing, or hygiene influence customer satisfaction and repurchase behavior in street food settings. It may also be valuable to conduct comparative studies across different regions or customer demographics to identify variations in food quality perception and purchasing patterns. A longitudinal approach could further strengthen the understanding of how changes in food quality practices impact customer loyalty over time.

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