

The Impact of Waiting Time towards Customers' Satisfaction in Fast Food Establishments: Evidence from Bangladesh

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Abstract: Probing the effectiveness of waiting time satisfaction on customer satisfaction is the prime purpose of this study. A survey done on 165 randomly selected customers at fast food restaurants in Bangladesh to perceive the relationship between waiting time satisfaction and customer satisfaction. Our data and findings ratified a positive significant relationship between perceived waiting time, service quality on waiting time satisfaction. It even reaffirmed a positive relationship between waiting time satisfaction and customer satisfaction. But no conventional relationship between waiting environments and customers overall contentment could be figured out.

Keywords: Waiting Environments, Perceived Waiting Time, Service Quality, Waiting Time Satisfaction, Customer Satisfaction, Bangladesh

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I. Introduction

Most of the customers do not like to wait for a long time to get their service. Modern day customer prefers to go to any of the fast food restaurants from where they will buy their food as soon as possible (Lee and Lambert, 2006). If the waiting time is longer, customers become impatient. But it is not easy to reduce the waiting time because of cost considerations. If management realizes the customers' perceptions toward waiting time, then it can be improved for making the time under control (Lee and Lambert, 2006). In the fast food restaurant, they are trying to increase the efficiency and service quality (Lee and Lambert 2006). It is very challenging to control the waiting time and the service quality at the same time. The main problem is that the complexity is increasing of the service quality and efficiency of the productivity randomly (Ones and Lockwood 1998). Management should concentrate on the customers' expectation and what they really want. If waiting environments can be improved, management could attract more customers on an average. Most of the customers want a good environment while they are waiting for the service (Hauser & Clausing 1988). To better understand the reason how customers become satisfied on waiting time satisfaction, a research survey has been conducted in Dhaka, Bangladesh. Wide range of factors with customers' satisfaction, demographic factors of customers is the most significant factors. This study focuses on the demographic factors of customers such as Gender, Nationality, Age, Frequency of Visiting, Cost Deal and Annual Income. Through these factors, researcherstry to prove that these factors have impact on the customer satisfaction.

II. Literature Review and Hypothesis Development

Waiting Environments

Good waiting Environments play a vital role in customer's mind and then they come any fast food restaurant for buying food; it is so called good service offering (Bitner, 1992). These facilities are crucial for pre-purchase (Shostak, 1977) considerations and post-purchase (Bitner 1990) evaluations of customers.

Furthermore, Waiting Environments are made of some elements of physical design i.e. architecture, layout and lighting, which create attractiveness in terms of, e.g., comfort, spaciousness and atmosphere and elements of explicit distraction such as reading material and TV.

Perceived Waiting Time

Waiting time incurs both psychological and economic cost (Osuna, 1985). Sometimes long waiting time may hamper personal belongings and valuable assets. Customers always want to go any restaurant from where they can get their service rapidly. So, it is demonstrated that perceived waiting time influences on customers waiting time satisfaction (Folkes, Koletsky and Graham, 1987; Oliver, 1993). As indicated by previous studies that a human's impression of waiting time is subjective and in light of individual encounter, and a person's response towards waiting time is an after effect of mental procedures (Maister, 1984). Besides, a few social brain research analysts have investigated the foundation of these connections (Clemmer and Schneider, 1993; Dube, Schmitt, and Leclerc, 1989; Pryun and Smidts, 1998).

Service Quality

Customers' perceptions also play an important role in selecting many restaurants by customers; therefore, it influences the marketing strategies of restaurants. Only good quality service can retain the customers (Ahmed, 1991). Moreover, quality service makes a positive impression in customers mind. Customer's mind can read only when they consume the services perfectly and take decision to return (Stevens 1992). Perceptions of customers are influenced by different characteristics comparisons among facilities, attractions, and service standards (Laws 1995).

Waiting Time Satisfaction

Adding most importantly, it is an important factor which affects the customer satisfaction when they get any service from any restaurant. Hornik (1984) illustrated in his study that waiting time satisfaction can differ between perceived waiting time and actual waiting time. Allan (1979) also argued that customer reactions towards the perceived waiting time lead to positive or negative effect on waiting time satisfaction.

Customer Satisfaction

In past three decades, different studies talked about customer satisfaction for several times. Parasuraman, Zeithaml, and Berry (1985) claimed that customer satisfaction means a negative or positive outcome ensuing from a judgment process between early expectations and perceived performance of products and services. Furthermore, Gronroos (1990) argued that it is only a result of the actual quality of presentation and its perception by consumers.

Relationship between Waiting Environments and Waiting Time Satisfaction

Previous studies revealed that waiting environments has a direct impact on customer's satisfaction toward waiting time satisfaction. Bielen & Demoulin (2007) stated that there is a relationship between waiting environments and waiting time satisfaction. Environment means the comfort, space and décor. Proper waiting environment influences the waiting time satisfaction (Bielen & Demoulin, 2007). Usually, comfort environment gives positive feelings to the customers. Bielen & Demoulin (2007) also argued that comfort waiting surroundings and explicit distraction makes a drive to waiting time satisfaction (Ulrich, Nitschke & Rammsayer, 2006).

Furthermore, every customer has to wait for getting any service from any restaurant which they can't avoid and this waiting is so called important determinants of service quality and customer satisfaction (Bielen & Demoulin, 2007). Moreover, previous researches have shown that there is a direct relationship between waiting environment and waiting time satisfaction which really positively influences on customers mind (Hu, Kandampully & Juwaheer, 2009). Thus, we state a hypothesis that:

H₁: There is a positive and significant relationship between waiting environments towards waiting time satisfaction.

Relationship between Perceived Waiting Time and Waiting Time Satisfaction

Generally, different researchers showed that as perceived waiting time increases, the satisfaction level fall down (Gupta, McLaughlin & Gomez, 2007). Before going any restaurants, customers predict about the waiting time (McGuire *et al.*, 2010). If the actual waiting time become greater than perceived time, they become dissatisfied (McGuire *et al.*, 2010). So, it is usually assumed that perceived waiting time increases, then interactions should be negative (Friman, 2010). Waits might be converted into less satisfactory (Antonides *et al.*, 2002).

Additionally, a few researchers claimed that there is a positive relationship between perceived waiting time and waiting time satisfaction (Bielen and Demoulin, 2007). Besides, perceived waiting time influences on waiting time satisfaction. As we seen, customers always grab the services as quickly and pleasantly as possible. When it takes longer time, customers would become boring and gloomy. Therefore, customers might become

satisfied when they get the product beyond their expected waiting time (Dabholkar, 2015)). Dabholkar (2015) also suggested that there are some reasons such as length of the delay, fairness of the queue setup which also influence on waiting time satisfaction. If perceived waiting time is less than actual service time, they become over delighted.

There are some factors which are considered as the evaluation of waiting time satisfaction (Dabholkar, 2015). Noone *et al.*, (2007) argued that there is a relationship between perceived waiting duration and waiting time satisfaction. Furthermore, customer's reaction from perceived waiting duration has a strong relationship between perceived and waiting time satisfaction (McGuire *et al.*, 2010). It is told that real waiting time is better than waiting time satisfaction in case of the antecedents of the waiting time satisfaction (Friman, 2010). So, we here make another hypothesis that:

H₂: There is a positive and significant relationship between perceived waiting time towards waiting time satisfaction.

Relationship between Service Quality and Waiting Time Satisfaction

As indicated by previous researchers, service quality along with perceived waiting time influences on waiting time satisfaction which makes the fast food more durable and reliable to the customers (Khenget *al.*, 2010). Brock (2005) also stated that service quality influences on the waiting time satisfaction. When customers get quality service, they become satisfied despite long waiting line. The ultimate target of customers is to consume good service. When they get proper service, they become loyal to the business.

Tse *et al.*, (2002) found in his study that service quality with good food implies a positive image on customer satisfaction. In this case, comfortable waiting time make the customers revisit to that fast food restaurant. Quality is the totality of elements and attributes of an item or administration that bears on its capacity to meet expressed or inferred needs (Ellis and Norton, 1993). Quality accentuates a connection between the client and his motivation on one hand and the item or administration being gotten on the other. Quality is thought to be one of the best levers for showcasing of administrations. Administration quality is immaterial, relativistic, and resolute and tends to fall apart. Administration quality is more an element of disposition than innovation. It comprises of specialized quality (crucial step) and useful quality (delicate part). A portion of the troubles of deciding administration quality would emphatically let clients to make high passionate judgment about the nature of administrations. Ryuet *et al.*, (2008) argued in his study that there are some factors which play a primary driver for any fast food restaurant, such as food quality, service quality, interior design and decoration, restaurant location, and waiting time. If these driving factors do not convenient to restaurant customers, then the restaurant will go down. It happens when customers become confusing about the restaurants. That is why, maintaining good and standard quality of food and services play an important precursor for restaurants reputations. Thus, our third hypothesis is:

H₃: There is a positive and significant relationship between service quality towards waiting time satisfaction.

Relationship between Waiting Time Satisfaction and Customer Satisfaction

Good customer satisfaction has an effect on sustaining any business around the world. Then, the satisfied customer tells nine to ten peoples about the restaurants. It will happen when customers realize positively about the waiting time in any fast food restaurants. If they become satisfied about the waiting time, they become more satisfied about the restaurant (Naik, Gantasala & Prabhakar, 2010). Customer satisfaction ought to be number one need through waiting time satisfaction in restaurant business. Despite the fact that measuring is troublesome, customer satisfaction can be characterized in basic terms as discernment less desire. Both desire and view of customer assume significant part in customer satisfaction (Afzal, 2013). The desires are regularly gotten from individual experience. Seen helpfulness of management basically measures the framework's effect on people adequacy, however it is by all account not the only measure. It is frequently said if there should be an occurrence of management associations that the apparent nature of management is acknowledged right now of truth i.e., when the management conveyance work force and customer come in contact for conveyance and receipt of management and in this manner underlining the significance of customer investment in benefit conveyance process (Newel *et al.*, 2009). As such, customer specialist organization association assumes essential part in deciding the level of customer satisfaction.

It is told that satisfaction is generally customer oriented emotional response. Different scholars stated that both intellectual emotional responses include the satisfaction level in customers mind when the waiting time satisfied the customer. Moreover, customer satisfaction depends more on customer's nature and way of system than technology and system (Prasongsukarn, 2005). On the other hand, customer and his style relay on his perception, viewpoint, experience, expertise, prior personal knowledge, recent performance and first

impression. Although, customers are concerned about the waiting time, good service quality and comfortable waiting surroundings help them to increase the satisfactory level (Baird, 2014).

Usually, regular customers are more realistic in their expectations than irregular. Some researchers argued that customer expectations and satisfaction have a linkage with waiting time satisfaction (Monroe, 2012). Customers show multiple reactions when they visit the restaurants for the first time. In this case, any incident can change the customer perceptions at the very first visit. So, it is very important to show good service as well as provide comfort surroundings i.e. A/C, cleanliness, waiting seats etc. Improving the service quality of consistency and efficiency with customer involvement make the customer's positive in their perceptions towards the restaurants (Walter, Edvardsson & Öström, 2010).

Moreover, Sousa & Voss (2006) stated in their study that customer satisfaction and service quality are linked up each other. Service quality usually produces a fulfillment of latent demand. In sense of service quality, customer satisfaction is adopted. Poor service quality may also retain customer if they are previously satisfied and persistent. For attracting more customers, restaurants should prove quality service and proper environment. Additional, satisfying a person differs from fulfilling a need. Customer satisfaction has a linear relation with reliability and replicate use/purchase (Leick, 2007). Thus, we hypothesize that:

H₄: *There is a positive and significant relationship between waiting time satisfaction towards customer satisfaction.*

Theoretical Framework

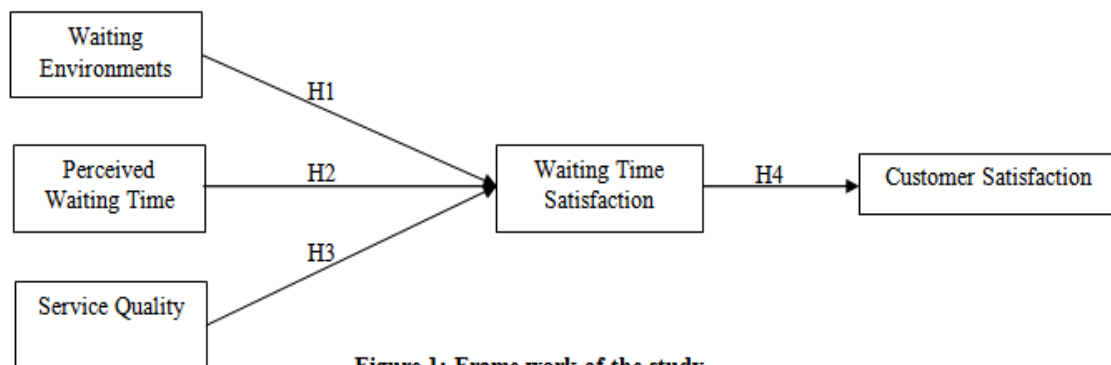


Figure 1: Framework of the study

According to the figure 1 (theoretical framework of the study), researchers assume that waiting time satisfaction of customer changes due to any increase or decrease in waiting environments at fast food outlets or shops or restaurants. Additionally, perceived waiting time and service quality also explicitly influence on waiting time satisfaction. For example, fast food brand like KFC follows almost same time duration between taking order and deliver or serve food to customer. It denotes that customers already know how much time they need to wait after putting order. This is why most of the fast food lover may wait for a while at KFC to have fried chicken etc. It is also measured through this study that any change in waiting time satisfaction cause increase or decrease in customer satisfaction. Therefore, this study will investigate how waiting time satisfaction changes because of waiting environments, perceived waiting time, service quality and how customer satisfaction improves or declines by waiting time satisfaction.

III. Methodology of the Study

In this study, the researchers collected the primary data by using the survey method through a self-prepared questionnaire. The survey was conducted among 165 randomly selected customers of fast food restaurants available at Dhaka in Bangladesh during the month of July 2017. The questionnaire consists of twenty-six questions. Among them, the first six questions are used to measure the signified control variables, namely gender, nationality, age, frequency of visiting, cost deal and monthly income and next twenty questions are used to measure independent and dependent variables, namely waiting environments, perceived waiting time, service quality, waiting time satisfaction, and customer satisfaction. The Five-point Likert scale is used as a measurement range for twenty questions (7–26, section B). The first six questions (demographic related) have been used as close ended questions. SPSS software has been used to analyze the primary data.

Variable Measurement

The response option for all the items range from 1 = Strongly Disagreed to 5 = Strongly Agreed. Five-point Likert scale (with 1 = Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 = Agreed, 5 = Strongly Agreed) is used as a measurement range. The researchers used four items (The overall waiting environment is acceptable, the waiting environment is well organized with modern facilities, the waiting environment is very comfortable, the facilities (chairs, Wifi) provided while waiting are decent) to measure the waiting environments. The Cronbach's alpha coefficient was 0.788. The questionnaire used three items (The perceived waiting time is my major concern visiting any fast food restaurant. The waiting time in fast food restaurant is shorter than any other food outlet, I am willing to wait for the food even there is long waiting time) to measure perceived waiting time. The alpha was 0.832. Five items were used (The restaurant serves me in the time promised, During busy time, employees shift to help each other to maintain speed and quality of service, The restaurant provides prompt and quick service, The restaurant shows sincere interest in correcting any mistake in ordering, The staff of the restaurants are friendly and willing to help) to measure service quality. The Cronbach's alpha was 0.734. There were three items (I am satisfied with the waiting time in the fast food restaurant, Shorter waiting time in the fast food restaurant makes me satisfy, The waiting time is shorter than what I expected, which makes me satisfied, I like to visit fast food restaurant because of shorter waiting time) to evaluate waiting time satisfaction. The Cronbach's alpha for waiting time satisfaction was recorded to be 0.689. Finally, four items used (I have really enjoyed myself in the fast food restaurant, The performance of the fast food restaurant exceeds my expectation will bring me satisfaction, I have always had a good impression of the restaurant once I am satisfied with it, I am satisfied if the restaurant provides quality services and food) for the dependent variable customer satisfaction where Cronbach's alpha was 0.856.

Correlation Analysis

Correlation analysis is done by following Pearson-Correlation on SPSS. However, the below Table 1 (descriptive statistics and correlation) shows that there is a significant & positive correlation between independent variables and dependent variables but each IV is not equally correlated with same situation.

Variables (CV, IV & DV)	1	2	3	4	5	6	7	8	9	10	11
Gender	1										
Nationality	.066	1									
Age	-.025	.033	1								
Visiting times per week	-.018	-.333**	-.107	1							
Cost deal	.240**	-.165	-.045	.095	1						
Monthly income	.214**	-.062	.023	.125	.357**	1					
Waiting environments	-.094	.055	-.052	.040	-.167*	-.023	1				
Perceived waiting time	-.096	-.123	.014	-.038	-.134	.094	.466**	1			
Service quality	-.165	-.082	.005	.024	-.153	.084	.556**	.714**	1		
Waiting time satisfaction	-.198*	-.090	-.093	.016	-.089	-.015	.421**	.609**	.612**	1	
Customer satisfaction	-.265**	-.091	-.100	-.039	-.081	.055	.418**	.629**	.668**	.632**	1

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 1: Descriptive statistics and correlation

There are all together eleven variables included in correlation analysis, specifically six control variables, four independent variables (one dual phase) and two dependent variables (one dual phase). In detail, it would be authentic to disclose that one variable namely waiting time satisfaction is used as bi-foliate variable. It means this variable once used as DV while waiting environments, perceived waiting time, service quality are IVs and second time used as IV while customer satisfaction is considered as DV. Following control variables, it is found through statistical correlation analysis that no CV is positively significant but some of them has positive and others have negative relationship with DV.

According to the Table 1, visiting times in a week has positive relationship with waiting time satisfaction but it is negatively correlated with customer satisfaction. Therefore, it is generally proven that customer who has to wait during every single purchase may enjoy the waiting area but could not get satisfaction. In practical life, customer may not have always extra time to wait to buy the food, for example, during lunch time on weekday or before class time. Another CV namely monthly income has positive relationship with customer satisfaction but is negatively correlated with waiting time satisfaction. Customers having more money or with high monthly income range do not want to wait at fast food shop or restaurant due to get things done as quick as they can.

Now following the Table (1), the correlation between IVs and DVs, exactly could state like that every IV has significant correlation with dependent variables. It's better to start explanation with first IV namely 'waiting environments' has significant correlation with waiting time satisfaction, which is significant at the 0.421** level. Similarly, second IV stately 'perceived waiting time' has significant correlation with waiting time

satisfaction, which is significant at the 0.609** level. As like this, the third IV namely 'service quality' has also significant correlation with waiting time satisfaction, which is significant at the 0.612** level. Additionally, another independent variable stately 'waiting time satisfaction' has a significant correlation with customer satisfaction, which is significant at the 0.632** level.

IV. Results

In this study, gender, age, nationality, visiting times per week, cost deal and monthly income are used as control variables. Furthermore, two models have been developed and used to measure each hypothesis. Therefore, analysis has been done by two phases. Moreover, in the first model, waiting environments, perceived waiting time, and service quality are used as IVs while DV is waiting time satisfaction. As next in the second model, customer satisfaction is DV and waiting time satisfaction is used as IV. Four hypothesizes have been justified through those two models. The whole LRA is done based on those variables. No inter and after data analyzing rearranged has done to maintain actual results of the study.

The statistical model one is indicated in Table of model summary (2). Following this table adjusted R square value shows 0.468 that designates, this dimension of the used model is 46.80% responsible to measure waiting environments, perceived waiting time, and service quality, which also swayed significantly and considered DV namely waiting time satisfaction (WTS).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693	.468	.494	.68067
a. Predictors: (Constant), gender, age, nationality, visiting times per week, cost deal, monthly income, waiting environments, perceived waiting time, and service quality.				

Table 2: Model summary of model one

Now, ANOVA analysis of model one is specified in Table (3), three IVs and one DV are included in the model used to measure customer's waiting satisfaction at fast food shop or restaurant. This model is statistically accepted that means the model one is significant (sig. 0.000***). Positively it is come up through ANOVA analysis that there is a significant correlation between IV (each dimension of the model) and DV (waiting time satisfaction). The positive F value (15.871) with a p-value 0.000<0.05 significant level, which symbolizes that used model and data are sufficient to present and measure customer's waiting satisfaction at fast food shop or restaurant in this study. This is why it is prudently evidenced that waiting surroundings, perceived waiting duration, and good service quality have significant impact on waiting time satisfaction (WTS).

Model One	Sum of Squares	df	Mean Square	F	Sig.
Regression	60.782	9	6.839	15.871	.000
Residual	69.976	155	.447		
Total	132.758	164			
a. Dependent Variable: Waiting time satisfaction					
b. Predictors: (Constant), gender, age, nationality, visiting times per week, cost deal, monthly income, waiting environments, perceived waiting time, and service quality.					

Table 3: ANOVA analysis of model one

It is hereby based on the results of regression coefficient analysis (Table 4) the below regression model has been developed for waiting environments, perceived waiting time, service quality and waiting time satisfaction.

$$WEPWTS_{Q_{WTS}} = 1.645 + 0.068 + 0.293^{***} + 0.378^{***}$$

According to the regression coefficient analysis Table (4), B value of waiting environments is 0.057 and not significant that indicates if 100% change in waiting environments (such as sitting facilities in the waiting area, air conditioning system to keep balanced temperature inside the waiting area etc.) might not change overall customer waiting time satisfaction significantly.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.645	.589		2.742	.009
Gender	-.197	.120	-.094	-1.520	.130
Nationality	-.070	.121	-.036	-.412	.691
Age	-.136	.090	-.093	-1.572	.118
Visiting times per week	-.004	.077	-.001	-.015	.978

Cost deal	.078	.095	.068	.880	.275
Monthly income	-.082	.082	-.065	-.996	.361
Waiting environments	.068	.069	.070	.835	.481
Perceived waiting time	.293	.082	.337	3.787	.000
Service quality	.378	.101	.373	3.884	.000

a. Dependent Variable: Waiting time satisfaction

Table 4: Regression coefficient analysis

According to the regression coefficient analysis Table (4), B value of perceived waiting duration is 0.293 with a p-value $0.000 < 0.05$ that indicates if 100% change in perceived waiting time (such as how long time need to wait to make one purchase etc.) cause 29.30% change in overall customer's satisfaction to enhance waiting time satisfaction (WTS). B value of service quality is 0.378 with a p-value $0.000 < 0.05$ that indicates if 100% change in service quality (such as quick serving facility, healthy food items etc.) cause 37.80% change in overall customer's satisfaction to enhance waiting time satisfaction (WTS).

The statistical model two is demonstrated in table of model summary (5). Following this table adjusted R square value shows 0.486 that designates, this dimension of the used model is 48.60% responsible to measure waiting time satisfaction (WTS), which also swayed significantly and considered DV namely customer satisfaction (CS).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.683	.486	.461	.77284

a. Predictors: (Constant), gender, age, nationality, visiting times per week, cost deal, monthly income, waiting time satisfaction

Table 5: Model summary of model two

Now ANOVA analysis of model one is specified in Table (6), one IV namely waiting time satisfaction and one DV (customer satisfaction) are included in the model used to measure customer satisfaction at fast food shop or restaurant. This model is statistically accepted that means the model two is significant (sig. 0.000^{***}). Positively it is come up through ANOVA analysis that there is a significant correlation between waiting time satisfaction and customer satisfaction. The positive F value (17.513) with a p-value $0.000 < 0.05$ significant level, which symbolizes that used model and data are sufficient to present and measure customer satisfaction at fast food shop or restaurant. This is why it is literally proven that waiting time satisfaction (WTS) has significant impact on customer satisfaction (CS).

Model One	Sum of Squares	df	Mean Square	F	Sig.
Regression	78.472	7	11.245	17.513	.000
Residual	86.498	156	.586		
Total	164.97	163			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), gender, age, nationality, visiting times per week, cost deal, monthly income, waiting time satisfaction

Table 6: ANOVA analysis of model two

It is hereby based on the results of regression coefficient analysis (Table 7) the below regression model has been found as result of waiting time satisfaction and CS.

$$WTS_{CS} = 1.389 + (-0.223) + .176 + 0.685^{***}$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.389	.657		2.009	.049
Gender	-.223	.134	-.110	-1.768	.086
Nationality	-.073	.184	-.028	-.387	.672
Age	-.091	.080	-.054	-.878	.381
Visiting times per week	-.084	.096	-.070	-1.087	.245
Cost deal	-.038	.097	-.024	-.386	.745
Monthly income	.176	.112	.108	1.597	.117
waiting time satisfaction	.685	.078	.627	10.252	.000

a. Dependent Variable: Customer satisfaction

Table 7: Regression coefficient analysis

According to the regression coefficient analysis Table (7), B value of waiting time satisfaction is 0.685 with a p-value $0.000 < 0.05$ that indicates if 100% change in waiting time satisfaction (such as waiting environments, facilities available in waiting area of fast food shops or restaurants etc.) cause 68.50% change in overall customer's waiting time satisfaction to enhance overall customer satisfaction (CS).

Hypothetical Decisions

Hypothesis One: It deals with direct & significant relationship between waiting environments (WS) and waiting time satisfaction (WTS). As can be inferred from Table (4) the relationship between waiting environments (WS) and waiting time satisfaction is not statistically significant ($B = 0.068, p > 0.05$). Thus, hypothesis one is rejected.

Hypothesis Two: It deals with direct & significant relationship between perceived waiting time and waiting time satisfaction (WTS). As can be inferred from Table (4), the relationship between perceived waiting time and waiting time satisfaction (WTS) is statistically significant ($B = 0.293^{***}, p < 0.05$). Thus, hypothesis two is fully supported.

Hypothesis Three: It deals with direct & significant relationship between service quality and waiting time satisfaction (WTS). As can be inferred from Table (4), the relationship between service quality and waiting time satisfaction (WTS) is statistically significant ($B = 0.378^{***}, p < 0.05$). Thus, hypothesis three is fully accepted.

Hypothesis Four: It deals with direct & significant relationship between waiting time satisfaction (WTS) and customer satisfaction (CS). As can be inferred from Table 7, the relationship between waiting time satisfaction and customer satisfaction is statistically significant ($B = 0.685^{***}, p < 0.05$). Thus, hypothesis four is fully supported.

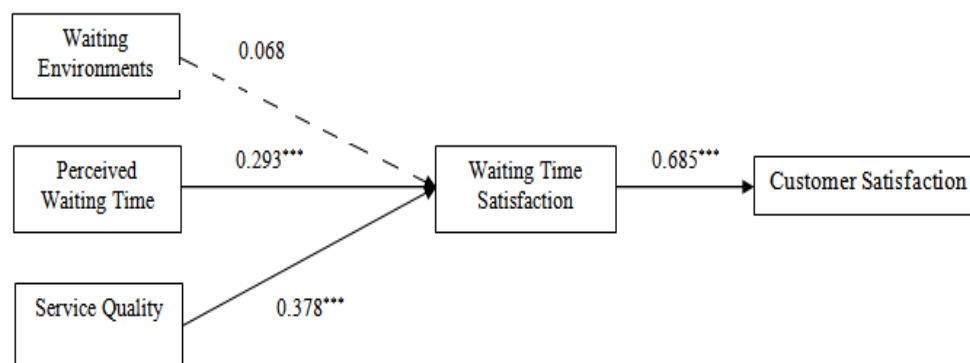


Figure 2: Significant model of the study

V. Conclusion

Any consumer might back to same fast food shop or restaurant to buy their meal or food if they get it in proper time. Besides it is noticeable at many fast food shops specific time schedule for each food order that customer knows before buying foods. Food quality would be another ancient factor why many customers willingly wait to buy the same item at the same place. Such kinds of reasons really remind that trust builds relation between customer and brands. Waiting time satisfaction in fast food shops or restaurants is nowadays overflowing to control market share in the first cycle-competitive market. Mostly every FF shops or restaurants in both rural and urban areas gets continuous pressure of extreme market share snatching system (eMS3) because of online order system or online market.

It is hereby logical to say that many fast food brands like McDonalds, KFC, StarBucks are obtained sustainable market share because they have maintained sufficient consumer priority service, which is enhanced for a long period of time and going on. Therefore, managers or supervisors or servers or order taker or sales person of every fast food shop or restaurant or outlet should make sound plan to build up how to enhance sustainable consumer friendly waiting area so that customer can happily spend their waiting time during every purchase of fast food items. Such information might get from this study both analytical basis and descriptive basis and this is why researcher hopes this study would be helpful for fast food shop entrepreneurs, managers, supervisors, servers and order takers belongs to fast food industry to shine up customer's waiting time satisfaction enhancing knowledge due to develop customer satisfaction long term basis.

VI. Limitation and Recommendations of the research

Research limitations

Researcher of the study has found few pre-research limitations. It is logical that conducting research period should be considered as one limitations of the study because this research duration is less than four months. No researcher can cover whole population as sample because of scope of doing such thing is definitely impossible. Therefore, researchers can choose selected portion of population to get as sample of the study but there is a fact that large number of sample size, which presents much better results than small number of sample size of the study. Survey information gap or error is another important limitation of the study. It means there is a possibility to get few or more incomplete survey from the respondents, which might create data error or gap of the study.

Recommendations of the study

This research shows that waiting time satisfaction has significant and implicit impact on customer satisfaction in the fast food industry. Basically, waiting time satisfaction and customer satisfaction play a role in long term-competitive market and nowadays it is also unconditionally supper-cream layer due to developing online fast food shops in monopoly market around the world for example large fast food outlets like KFC or Pizza Hut brands already have been started selling fast food items online. Therefore, researchers are reconsidered such things and made some logical recommendations, which are as follows:

Organization/firm of service industry should have customer friendly waiting area opportunities so that consumer could not get boring while they need to wait at outlet.

Provider should have polite and humble personnel to carry on customer desirable customer care service and to make sure every customer gets same level of priority that might create sustainable competitive advantage through getting retaining consumers at same fast food shop or restaurant in long term-market.

Fast food shops/restaurants/fast food outlets should enhance healthy and clean surroundings to improve customer relaxation for long term basis in the competitive market.

Fast food shops/restaurants/fast food outlets specifically B2C business type should enhance implicit and explicit (promotional activities/customer priority service) customer serving/delivery service to reduce waiting time and food quality for long term basis in the competitive market and should follow CLS based strategy.

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