

Factors Influencing Buyer Loyalty towards Malaysian Food Truck Service

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Abstract

Food truck business is seeing a good growth in Malaysia among the business owners and also very well received by the consumers. There are many reasons for the consumers being attracted to try out food truck foods and how they are noticing each food truck business. This study examines factors which will be influencing the consumer's loyalty towards food truck business. There are six independent variables studied in this study, which is speed of services, variety of food, taste of food, price of the food, convenience, and word of mouth. Dependent variable used in this study is buyer loyalty. There is very less research done especially in Malaysia on how the independent variables mentioned in this article influences consumers on buyer's loyalty towards food truck. This study was supported with quantitative survey where 310 questionnaires distributed around the food truck consumers in Malaysia. The self-administered questionnaire was distributed via google form link to reach the consumers. The results show Speed of Service, Variety of Food and Word of Mouth have a positive and significant effect on buyer loyalty towards food truck service. This study will be helpful in to identify which factors attracting and influencing consumers to stay loyal to a food truck. It benefits the food truck service providers, investors and for those who intended to involve in food truck industry. This research will be a reference for future researchers for the academic perspective on food truck services and significant values which contribute to Buyer loyalty especially in Malaysia.

Keywords: Food Truck, Customers Loyalty, Word of Mouth, Spillover Theory

Introduction

The connection of buyer loyalty in food truck is still vague among the marketer's research. The quality of the service is one important dimension highlighted by Gopi and Samat (2020) achieve satisfy customer as satisfied customer will be loyalty customer. As for food truck service, buyer loyalty can only be achieved when certain needs of customers are fulfilled. Food truck or also known as mobile food industry is where the vendors sell food on a vehicle and they move around to sell the food (Lopez, 2011). A consumer doesn't have to go to the shop to buy the food. It started from push carts which still being used in many countries especially at India, and other wheeled vehicles such as van, cars, trailers which being used as mobile food vehicle. The vehicles will be fully equipped to cook and prepare the food on the go to customers. Then food truck business

slowly improved as in the food offered to customers, outlook of the food truck, and other services offered to the customers.

Unique and good food with less expensive prices is the cause of current exponential growth in the popularity of food truck especially among the youngsters and working adults (Yoon & Chung, 2017). Current food truck even prepares sitting place for customers to have their dining at the street with tables, chairs, hand washing area and not forgetting it comes along with the decorative lights to have a pleasant environment while dining. The street food is most preferred by the consumers because the food is ready to go at any time for immediate consumption which will be sold by the vendors or hawkers (Aluko, 2013). Street food is expanding very quickly mainly because it serves many types of food with less expensive for customers. Meanwhile, food truck business is chosen by the food truck owners because of the low risk and less investment as long you got a good product idea in your hand. At overseas, some companies even offer the food truck business starters to start out their business. There is a company called Off the Grid in San Francisco where it helps on setting up the business even by designing the food trucks (Saxe, 2018).

In Malaysia, low start cost and passion for food being the top factor for the food truck business to be still flying high in the country. Government encouraging the food truck businesses and providing full support in operating it by approving licenses and considering on loans to support financially. Food truck events are conducted in various places of the country and supported by consumers tremendously. The study shows the food truck parked outside shopping mall, night clubs, night market, school areas and office parking lots. Food truck attracts more consumers as in the hanging out spot as it is viewed as hip and trendy activity among food truck customers (Wessel, 2012). Apart from the easy accessibility of food, the price, hygiene is also some factors of attracting the consumers.

This study will mainly focus on the food truck factors which influence consumer loyalty. There are many research studies being conducted related to street food and emerging food truck business on customer's perspectives on the food truck preferences. Even when research as given focuses on ideology of food truck, limited is tackled on buyer loyalty. buyer loyalty is the choice, behavior, and attitude of customer in choosing the brand they prefer and keep coming back (Jacoby & Chestnut, 1978). Retaining a long-term relationship with the current customers very important as it cost less compared to trying to get new customers. So, to keep the existing customers, food truck owners and investors should be aware of the factors keeping them to stay loyal to a food truck service. There are previous research studies done generally on the factors influences Buyer loyalty. For example, a study says price factor does influence buyer loyalty (Navarro, Collado, & Esteban, 2007).

Literature Review

Buyer loyalty

Customers' loyalty in food truck services is derived from the quality of products in food trucks and how the food truck owners value the values of consumers (Shin, Im, & Severt, 2019). It is thus necessary that food truck owners understand the principles leading to buyer loyalty so that they stick to the methods that lead to development of loyalty (Hwang & Zhao, 2010). A research provides a strong definition for Buyer loyalty is seen to occupy a significant space (Akın, 2012). However, many of these researchers have not been seen to achieve common definition grounds. Namin avers that loyalty in food truck is realized in behavior and always prejudice based as the customer decides psychologically to remain loyal to the food truck at the expense of the other (Namin, 2017). Customer behavioral Loyalty approach is where customer stays loyal to a

particular business or brand with no other alternative (Yim & Kannan, 1999). According to the Behavioral approach, loyalty is associated with ability to share in the consumption either directly or through recommendation, probability in consumption, ability to conduct repurchases and other multidirectional behaviors in consumption evident in consumers (Kumar & Shah, 2004). On the other hand, combination of attitude and behavior loyalty approach described as conscious decisions to repurchase a product reflected in consumers in the purchase of the same brand and this is the one that marks brand loyalty in consumers (Solomon, Hogg, Askegaard, & Bamossy, 2006).

The social effects of products, the price, and the emotional attachment that a customer get will determine their loyalty to that product (Gounaris & Stathakopoulos, 2004). As if in affirmation, Rowley avers that a customer chooses to showcase various behaviors shows that they are loyal to a particular product (Rowley, 2005). Just like Bandyopadhyay & Martell argue, these customers could choose to buy from a particular food truck or love every product offered by any food truck if their loyalty is developed (Bandyopadhyay & Martell, 2007). At the end, loyalty in food truck services remains a strong devotion created in customers so that they are seen to repurchase or revisit a food truck severally and this regardless the changes in marketing may remain undeterred. Buyer loyalty is a construct that is very prevalent in the research for services and marketing in the business arena. Many business enterprises have readopted policies that focus majorly on customers and established customer management policies so that they are able to monitor how loyal customers are to the business products (Uncle, Dowling, & Hammond, 2003). Food truck businesses have done this through establishing means through which customers are attracted and maintained in their services (Ryu, Kim, Lim, 2012). These critics argue that through establishing proper means of attracting customers in food trucks is a form of establishing mutual grounds for benefits between customers and owners of food trucks. A manner of retaining and retaining buyers can be through offering of incentives (Gómez, Arranz, & Cillán, 2006). This study stretches a little further and investigates how price, taste, speed of service delivery, convenience, variety of food and word of mouth among customers developing and maintain Buyer loyalty in the food truck business.

Underpinning Theory

This research will be guided by underpinnings of spillover theory. According to (Suhartanto, Ali, Tan, Sjahroeddin, & Kusdibyo, 2019), a buyer's impact towards a consumption process might be the effect out of another consumption process. This means the theory is saying, whatever a customer experiences out of one factor can have impact on another variable. In this study, the theory was applied where the impact on buyer loyalty towards food truck was an outcome of what customer has experienced with each factor stated under independent variables.

The satisfaction or dissatisfaction in once life domain affects the satisfaction of other (Sirgy, Lee, & Siegel, 2019). In this research, variety of food offered in the food truck has significant relationship with buyer loyalty towards food truck. The satisfaction customers get by having variety of food offered by food truck spillover to the increase of buyer loyalty of customer towards food truck services. Significant relationship between word of mouth and buyer loyalty seen through the theoretical lens of Spillover theory. When customer is happy and satisfy with the food truck service provided, they tend to share the information on food truck to others and promote. Srinivasana et al (2002), posits that main goal of any business communication is to create Buyer loyalty.

Spillover effects are described as the outcome of positive or negative affect in influencing consumer processing and also buying behaviors (Janakiraman, J.Meyer, & C.Morales, 2006). Spillover theory most of the time discussed in term of actual behavior and also can be negative or positive impact or reaction (Truelove, Carrico, Weber, Raimi, & Vandenberg, 2014). A business entity should understand of what benefit a customer's loyalty is to them then endorse strategies on how they can win it so that they benefit from it. A business thus should understand the position of a Buyer loyalty and lay down all strategies that helps balance the equation between developing Buyer loyalty and laying down effective strategies that ensure that this is achieved. Uncles, et al (2003) argue that it is the developing of good customer relations and strategies on how to maintain them the best factors that influence how a business entity performs. As well a business entity that highly focuses on strategies of not only maintaining old customers but also attracting new ones finds its path to success. Reader, (2017) reaffirms that attraction and maintenance of customer's loyalty is a key to any business, as a loyal customer is an implication that there shall be a reliable stream of revenue and a profit level that is sustainable.

As pointed out by Srinivasana et al (2002), Buyer loyalty though voluntary, the theory points out that there are those conscience or unconscious decisions that a business makes to ensure it is developed inside a customer. So even when customers decide to remain loyal to a particular brand, there what the brand owners have done to reinforce this desire for repurchases by customers. The proponents of this theory thus point to the necessity of business owners to learn how to develop customer's satisfaction, trust, and expectation confirmation in customers in order to develop the loyalty towards that particular brand (Reader, 2017). These considerations will make it possible for customers to make the voluntary decision to keep on repurchasing a particular product. As well loyal customers if they find the expected satisfaction from a certain product then the theory outlines that they are likely to introduce the same product to friends and families. This theory is very central to this research as by understanding its tenets, we can outline all the factors that influence a customer's decision and how it spillover to remain loyal to food truck services in Malaysia.

Conceptual Framework and Hypothesis Development

The framework in this study helps to identify the relationship that the independent and dependent variable have towards each other. The whole framework will be a summary of how these variables are related. This study investigates the direct impact of Speed of Services (SS), Variety of Food (VF), Taste of Food (TF), Price of Food (PF), Convenience (CO), and Word of Mouth on Buyer's Loyalty (BL) towards food truck service. It thus gives us sufficient grounds of developing hypotheses for the study. Conceptual Framework of this study is shown in Figure 1.

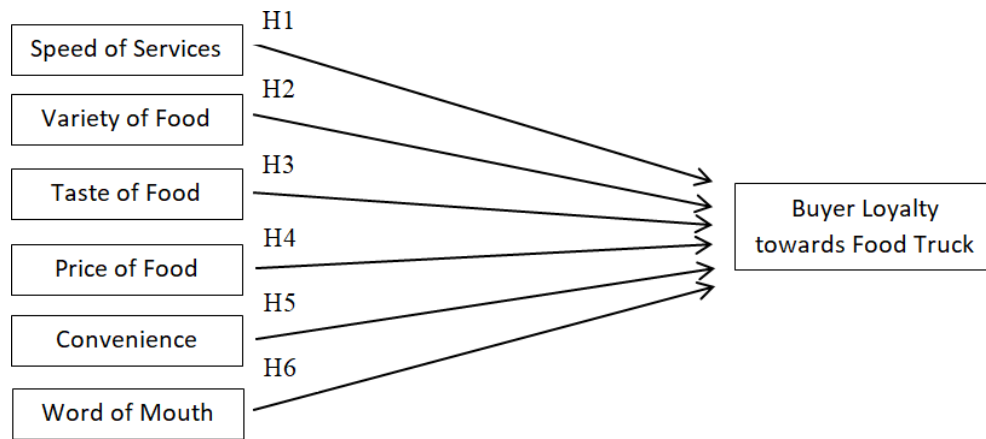


Figure 1: Conceptual Framework

Speed of Service

As stated by Zeithaml et al. (2002), businesses to be able to tackle problems of waiting time, they should be able to match the capacity of services they have with demand. This study further points out that employee in food truck can be increased in order to cater for increased demand and this is likely to have a positive impact on speed of delivery hence increasing customers' loyalty. A food truck industry should be able to understand when it is peak for them so that they have increase the number of products and directly proportional number of service deliverers.

H1 Speed of service has positive impact on buyer's loyalty towards food truck service.

Variety of Food

Business entities are seen to increase profits and market share as well as beating competition through offering variety of services to customers. This is because for instance in the food truck customers will be become loyal when they know that may revisit to the food truck, they will find variety of foods from which they can choose from. This case they do not have to experience monotony of eating one food all the time. This paper studied food variety as one of the factors that increases customer. In a model developed by Thonemann and Bradley (2002) product variety is an essential strength in a business, and this enables it beat competition.

H2 Variety of food has positive impact on buyer's loyalty towards food truck service.

Taste of Food

Taste of food is a key marker of its quality and this is a key boost to what positive words customers give out about a hotel (Ha & Jang, 2010). As well Kim, Lee, & Yoo, (2006) point out to a key satisfaction between quality and satisfaction. This study affirms that when all this is true, loyalty is essential and developed in customers' too. According to Lim (2010), most of the customers are not even concerned with the quality of products but rather the taste that products create. The study focuses on the taste of food in food trucks in Malaysia and how the service provided ensure that they manipulate it to increase Buyer loyalty.

H3 Taste of food has positive impact on buyer's loyalty towards food truck service

Price of Food

Skindaras (2009), argues that price is dependent on the type of product may it be assorted or not. As well it is amongst the PS used in the strategy of marketing and is highly recognized for the role it plays in determining purchase decision (Kottler & Armstrong 2012). On pricing further, Han (2009), points out that price changes greatly in the marketplace and Andaleeb & Conway (2006), argues that in food trucks the price is dependent in the style of the food truck. This indicates that different food business is likely to offer varied prices for their foods even when these foods could be similar with other different food trucks (Ryu et al, 2012). The research also examines the type of consumers who buy food from food trucks and the results of the research hypothesizes that those are the students, or middle working level employees who find the price of food truck food pocket friendly. If this is so they remain loyal to food trucks.

H4 Price of food has positive impact on buyer's loyalty towards food truck service.

Convenience

In this study convenience is everything to do with; convenience in availability of food throughout, convenient in prove offered for different variant, convince in location of food trucks and even in the mode of service delivery. According to Kurniawan (2010) convenient is very core in any business as it helps build confidence that customers have on a particular product. This study stretches beyond confidence and focuses on Buyer loyalty. If customers term a business entity as convenient then it is a clear indication that they have developed loyalty for the business entity and the products that such a business offers. Loyalty in fast food business is derived from the satisfaction that customer have after consumption of food sold there (Teng & Chang, 2013).

H5 Convenience has positive impact on buyer's loyalty towards food truck service.

Word of Mouth

According to a journal, the earliest researchers defined WOM (word of mouth) as any communication between two persons where the person being talked see the one talking to them as anon entity as no commercial in regard to how they describe a product or services. Dean and Lang (2008) points out that WOM is a very powerful and persuasive force as it helps new products in the market diffuse very fast to would be consumers (Dean & Lang, 2008). According to Harrison Walker, WOM is person to person, informal talks help between those perceived as interested in particular product and those who have had experience in its usage (Chan and Ngai, 2011). Those who have had good experience with services of products offered in the food truck industry are likely to use work of mouth to recommend the products and this indicates how loyal they are to food truck. Thus, this study points out that word of mouth influences customers' purchase decision as well as ascertain on the loyalty of customers to food truck food.

H6 Word of mouth has positive impact on buyer's loyalty towards food truck service.

Research Methodology

Measurement of Constructs

In this research the experimental data were gathered by using independent and dependent variable which is also called as controlling and manipulating variables. As the objective of this study is to find how the stated factors influences buyer's loyalty to use food truck service, this research used 6 independent variable and buyer loyalty as dependent variable. The quantitative survey was done with the structured questionnaire consist of 3 sections which is demographic questions on respondent profile, independent variables and buyer loyalty. Web-based questionnaires link sent to targeted population apart from sending out hard copies. The questionnaires created for this research have been attached in the Appendix B along with the items for each construct in the framework in Appendix A. The questionnaires for this research were adapted from the questionnaires from past research using five-point Likert scales ranging from 1 = "strongly disagree" to 5 = "strongly agree". The scales for Speed of Service (SS) were adapted from Jeong & Shawn (2011) and scales for Variety of Food (VF) were adapted from Namin (2017). While scales for Taste of Food (TF) were adapted from Ryu, Lee, & Kim (2012) and scales for Price of Food (PF) adapted from McNeil & Young (2019). Scales for Convenience (CO) adapted from Kim, Lee, & Yoo (2006), scales for Word of Mouth (WOM) adapted from Ryu, Lee, & Kim (2012) and buyer loyalty scales adapted from McNeil & Young (2019).

Data Collection and Sample

Self-administered questionnaire was distributed by using link of online survey. A total of 325 responses were obtained where 15 respondents have answered no and that data was discarded. Thus, a total of 310 responses deemed valid and used for analysis. To check the sample size, G*power software was used. According to G*Power 3.1, a sample of 98 is needed for statistical power of 0.80 for model testing. Therefore, responses that were gathered exceeded the needed sample size, hence its power exceeded 0.80. Judgemental sampling technique has been used for this study. Online questionnaires were randomly shared in social media and online platform where anyone can answer the questionnaire but was then filtered and analysed by the customers who has prior experience using food truck services. The filter question was set in the beginning of the questionnaire to know whether they have experienced food truck services before. The study was only focused on the customer who has experienced food truck services.

Descriptive Analysis

As per shown in Table 1, majority of the respondent came from age group of 18 – 28 with 42.6%, followed by 29-39 age group with 25.8%, 40 – 50 age group covering 22.3% and with the least percentage of 9.4% is 50 and above age group. The descriptive analysis also shows that female respondents consist of 51.9% and male is 48.1%. As per the employment sector, most of the respondent working in Private sector with 41.6%, government sector covers 12.6%. Meanwhile, the respondents from student group also cover the majority with 23.9%, self-employed respondent is 17.7% and unemployed rate is 4.2%. As for the monthly income variable, respondent with less than 1000 salary is the majority (30.6%), followed by 1000 – 3000 (25.8%), then 3001 – 5000 salary group (25.5%) and 5001 and above covers 18.1%.

Table 1: Descriptive Analysis

Variable	Categories	Frequently	Percentage (%)
Age	18 - 28	132	42.6
	29 - 39	78	25.8
	40 - 50	70	22.3
	50 and above	29	9.4
Gender	Male	148	48.1
	Female	155	51.9
Employment Status	Student	74	23.9
	Employed in Private Sector	127	41.6
	Employed in Government Sector	40	12.6
	Self – Employed	54	17.7
	Unemployed	13	4.2
Monthly Income	< 1000	95	30.6
	1000 – 3000	77	25.8
	3001 – 5000	79	25.5
	5001 and above	57	18.1

Analysis

The sampling and data collected were analysed using SMARTPLS software to conclude the research and have detailed research output. This software is used to analyse survey data and mine text data so that they can get the most out of their research. It is very useful and effective for data screening and to do detailed research. SmartPLS is developed in year 2005 by Ringle, Wende and Will as one of the prominent software applications for Partial Least Squares Structural Equation Modeling (PLS-SEM) (Wong K. K.-K., 2013).

Results

Assessment of Measurement Model

The model used in this study have only first order construct which includes speed of service (SS), variety of food (VR), taste of food (TF), price of food (PF), convenience (CO), word of mouth (WOM) and buyer loyalty (BL). The factor loading, composite reliability (CR) and the convergent validity were analysed and evaluated as guided by previous research (Joseph F. Hair et al., 2019). It is resulted that the factor loading for the entire first construct scores higher than 0.7. The entire factor loading used in this model also scored higher than 0.708. Moreover, the average variance extracted (AVE) which used to evaluate the convergent validity of the model also scored higher than 0.5. Thus, according to the guideline given by Joseph F. Hair et al. (2019), this model indicates the satisfactory convergent validity. These data are tabulated in table 2

Table 2: Measurement Model Evaluation

First Order construct	Items	Factor Loading	CR	AVE
Speed of Service	SS1	0.733	0.897	0.636
	SS2	0.831		
	SS3	0.850		
	SS4	0.796		
	SS5	0.772		
Variety of food	VF1	0.807	0.904	0.655
	VF2	0.803		
	VF3	0.842		
	VF4	0.846		
	VF5	0.743		
Taste of food	TF2	0.826	0.868	0.688
	TF3	0.863		
	TF4	0.797		
Price of food	PF1	0.806	0.955	0.727
	PF2	0.835		
	PF3	0.822		
	PF4	0.818		
	PF5	0.890		
	PF6	0.914		
	PF7	0.863		
	PF8	0.867		
Convenience	CO1	0.835	0.912	0.675
	CO2	0.807		
	CO3	0.834		
	CO4	0.818		
	CO5	0.814		
Word of Mouth	WOM1	0.890	0.926	0.807
	WOM2	0.926		
	WOM3	0.879		
Buyer Loyalty	BL1	0.869	0.891	0.732
	BL2	0.917		
	BL3	0.776		

Note. CR: Composite Reliability; AVE: Average Variance extracted

Heterotrait-monotrait ratio of correlations (HTMT) is used in this study to assess discriminant validity of the model. Table 3 shows the data obtained from the HTMT analysis and the outcome shows that the HTMT values are lower than 0.90 as recommended (Hanseler et al., 2015). This conclude that the all the constructs used in this model is discriminant valid.

Table 3: Heterotrait-monotrait Ratio (HTMT_{.85})

	SS	VF	TF	PF	CO	WOM	BL
SS							
VF		0.609					
TF		0.703	0.724				
PF		0.711	0.723	0.796			
CO		0.739	0.839	0.867	0.822		
WOM		0.658	0.741	0.700	0.638	0.878	
BL		0.862	0.621	0.739	0.718	0.687	0.598

Structural Model Evaluation

The proportion of the variance has been used to study the predictive accuracy of the model. R^2 value for buyer loyalty (BL) used in this study is 0.595. This means that 59.5% of the variant in buyer loyalty accounts for the speed of service, taste of food, variety of food, price of food, convenience and word of mouth. In addition to that, the predictive relevance according to the blindfolding in PLS was analysed using Stone-Geisser Q2 (cross- validated redundancy). From previous research, it has been stated that the Q2 value higher than zero shows acceptable predictive relevance of the mode (Chin, 2010). The Q2 result of the model used in study is 0.427, which is higher than zero. This concludes that this model is predictive relevance.

The structural model was analysed by using the Beta value and P-value. This has been done to check the whether the hypothesis is accepted or rejected. The negative Beta value and P- value higher than 0.05 indicates that the hypothesis should be rejected. The results show that SS ($\beta = 0.111$, $p < 0.05$), VF ($\beta = 0.127$, $p < 0.05$) and WOM ($\beta = 0.519$, $p < 0.001$) had a positive and direct effect on BL. Meanwhile, TF ($\beta = 0.109$, $p > 0.05$), PF ($\beta = 0.046$, $p > 0.05$) and CO ($\beta = -0.027$, $p > 0.05$) have negative effect on BL. The results were tabulated in table 4.

Table 4: Hypotheses Testing Results

Hypotheses	Relationships	Path Coefficients	T Values	P Values	Decision
Main Model					
H1	SS -> BL	0.111	1.805*	0.036	Supported
H2	VF -> BL	0.127	2.492*	0.007	Supported
H3	TF -> BL	0.109	1.521	0.065	Not Supported
H4	PF -> BL	0.046	0.660	0.255	Not Supported
H5	CO -> BL	-0.027	0.471	0.471	Not Supported
H6	WOM -> BL	0.519	7.894***	0.000	Supported

Note. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$ (one-tail)

Discussion and Findings

The purpose of this research is to identify the effect of independent variables of the buyer loyalty for food truck. From the analysis, it showed out of six independent variables, Speed of Service, Variety of Food and Word of Mouth has showed positive impact on Buyer Loyalty and Taste of Food was very near to show positive result. Rest of the three independent variables didn't show

significant impact towards buyer loyalty for food truck. The analysis for Speed of Service variable showed a positive impact on Buyer Loyalty of food truck from the analysis. The findings by Law as well complement this study in that they ascertain that when there is increased waiting time then loyalty is reduced (Law et al, 2004). Customers value the time and they are much more attracted to the food truck which serves quickly and prefer to stay loyal. This shows that food truck providers should focus on their service speediness in attending to the customers.

The analyses also show that Variety of Food has significant positive impact on buyer loyalty for food truck in Malaysia. Varied number of cuisines offered by a food truck or simply very many types of food offered by a food truck to its customers makes the customer to stay loyal to the food truck. Similar positive impact was shown in variety of food as it showed as important element for customer satisfaction (Namin, 2017). Business entities are seen to increase profits and market share as well as beating competition through offering variety of services to customers. This is because for instance in the food truck customers will be become loyal when they know that may revisit to the food truck, they will find variety of foods from which they can choose from. This case they do not have to experience monotony of eating one food all the time. The analysis showed significant positive impact of Word of Mouth (WOM) on Buyer loyalty for Food Truck industry which is also tally with the previous studies findings from (Jeong & Jang, 2011). The positive impact on the buyer loyalty towards food truck is good as it will help to promote the food truck and also increase customer's intention to buy from the specific food truck and remain loyal.

The result from the analyses had three independent variables which didn't support buyer loyalty for food truck significantly. First variable is taste of food which is very near to have positive impact on buyer loyalty for food truck. This variable finding is contrary to the previous finding of (Ryu, Lee, & Kim), the influence of the quality of the physical environment food and service on restaurant image customer perceived value customer satisfaction and behavioral intentions, 2012) as they found there is significant positive impact of taste of food on buyer loyalty of food truck. According to Lim (2010) most customers are not even concerned with the quality of products but rather the taste that products create. But from this study, the finding didn't have positive impact as some of the respondent didn't give main attention to taste of food. The assumption was to have taste of food as the strongest value but in this study it was unsupported. The lack of relationship between taste of food and buyer loyalty is because of consumers keep finding new taste and creative food from food trucks.

Same goes for Price of Food variable where it didn't support the buyer loyalty significantly. This finding didn't align with the past research finding from (McNeil & Young, 2019) where in their finding price had the strongest value for customers' satisfaction in food truck. Reasons for the variable was not supported because the majority respondent covered was student and employed in private factor. Also, the age group covers the youngsters the most where this group of people prefer going around to food truck based of word of mouth, variety of food and speediness of the service offered in food truck. Also, this age people give important to other variables compared to checking on price of a food. The last unsupported independent variable in this analysis is Convenience. From this finding, the outcome shows the respondents didn't bother on whether the food truck is convenient for them or not. It is opposite in the finding from Kim where it is found convenience is important for customers and showed significant impact (Kim, Lee, & Yoo, 2006).

Theoretical and Practical Contributions

This study and findings have few theoretical contributions. There is not much detailed analysis done on Food Truck especially in Malaysia. There is very less studies were done for food truck

and more analysis done focusing on restaurants. This study adds depths to previous research and findings for Food Truck literature focused in Malaysia. Adding on, this study does altogether contribute to the hypothetical understanding of food truck customers and their preferred attributes they prefer to stay loyal to a food truck. Furthermore, important independent variables and new attributes of customer preferences was added in this study and analysed on the direct impact on buyer loyalty for food truck in Malaysia.

This research has analysed on the factors of food truck services which is important for a deeper understanding of customer satisfaction on each construct from the framework and how it impacts the buyer loyalty towards food truck. Speed of services, variety of food and word of mouth and other factors used in this study very important to understand better on how those factors positively influences buyers to stay loyal towards food truck. This study is an answer for more studies to be done on food truck and buyer loyalty in Malaysia as (Mokhtar, Othman, & Ariffin, 2018) mentioned the research studies done at Malaysia regarding food truck is still few and limited. Thus, this study will be a reference for future researchers for the academic perspective on food truck services and significant values which contribute to Buyer loyalty especially in Malaysia. Adding on, this study has only focused on the buyer loyalty of food truck. Previous studies mostly focused on particular area for example, research done recently by (Gopi & Samat, 2020) on food truck. The findings of this study find the strong attributes influences buyer loyalty especially in Malaysia. This research also enabled us to find the customer group who strongly supports food truck service. This study will be a benefit for the food truck service providers, investors and for those who intended to involve in food truck industry to understand food truck buyer's preferences and expectation to keep them stay loyal.

Limitations and Future research

Although the analysis was done and got three variables which supported and had strong relationship with buyer loyalty for the food truck, there are limitations found. The questionnaires were distributed via online and self-administered questionnaire. The study was not able to conduct directly in the food truck locations in West Malaysia due to Covid restrictions. So, direct questionnaire session can be done for future research. Also, it is suggestable to focus on a group of people for example only the millennials group to get accurate result on which independent variable does influence the buyer loyalty for food truck. Also, the framework developed in this research will be helpful for future researchers to understand better which factors has more influence towards buyer loyalty of food truck and for them to develop it. For example, future research can be done by using Word of Mouth with negative and positive impact as moderator variable.

Conclusion

To strive in this fast-paced world, it is important to know the field of a business well to be successful. This research is focused on food truck and what are the variables that keep the customers loyal to a food truck business. In this study, few variables were chosen which we considered it to be most important factors to be influencing customer's loyalty for to remain loyal to a food truck and spread positive words on it to show their loyalty. Speed of Service, Variety of Food and Word of Mouth showed strong relationship and impact on buyer loyalty in this study. Although, the taste of food was expected to be in strong relationship, but it showed no relationship with buyer loyalty dependent variable. Also, convenience and price of food variable wasn't supported in the analysis. Despite of this, it is important for the food truck providers to offer quality

food over the price charged. The food truck providers should give importance to the positively supported variables in this study and also consider the not supported variables as all have impact on the buyer loyalty of food truck.

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Appendix A. Item for construct

Constructs	No	Items
Speed of Service (SS)	SS1	The food truck provided prompt and quick service
	SS2	The food truck provided attentive services
	SS3	The food truck had friendly employees
	SS4	The food truck had helpful employees
	SS5	The food truck is dependable and consistent
Variety of	VF1	There were variety of food options under kids menu

Food (VF)	VF2	The food truck offered a variety of menu items
	VF3	This food truck offered nutritious food options
	VF4	There were variety of organic food options on the menu
	VF5	There were variety of drink on the menu
Taste of Food (TF)	TF1	The food was delicious
	TF2	The food was nutritious
	TF3	The food truck offered fresh food
	TF4	The presentation of the food was visually attractive
	TF5	The smell of the food was enticing
Price of Food (PF)	PF1	The food truck offered good value for the price
	PF2	The food truck experience was worth the money
	PF3	The food truck provided me great value as compared to other food trucks
	PF4	The food truck offered competitive pricing for its food
	PF5	The food truck offered value worthy of its price
	PF6	The prices at this food truck were fair
	PF7	The prices charged at this food truck were appropriate
	PF8	The prices charged at this food truck were rational
Convenience (CO)	CO1	The food truck have dining area that is comfortable
	CO2	The food truck has adequate parking spaces
	CO3	The food truck has dining area which is easy to move around in
	CO4	The food truck has good atmosphere
	CO5	The food truck has clean dining equipment
Word of Mouth (WOM)	WOM1	I would recommend this food truck to my friends and others
	WOM2	I would say positive things about this food truck to others
	WOM3	I would encourage others to visit this food truck
Buyer Loyalty (BL)	BL1	I would consider revisiting this food truck in the future
	BL2	I would like to come back to this food truck in the future
	BL3	I consider this food truck as my first choice compared to other food truck around I will choose this food truck
