

# A Study of Slovak University Students' Experiences of a Fast Food Brand in the Context of Perceived Value, Service Quality and Customer Trust and Loyalty

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## Abstract

*People's perceptions of products play an important role in the process of purchasing that product or service. Some of the most important of these perceptions are the quality of the product/service, perceived value and brand experience. Therefore, the consumer's experience with the product, the brand and the perceived value directly affect the perception of the product and therefore the consumer's trust and loyalty to that brand. In this study it is aimed to examine the brand experience, perceived value, service quality and customer trust and loyalty of university students in Slovakia about the products of a fast food restaurant. The survey method was chosen to collect data in this study. The sampling method was chosen as the implementation of the survey application in all main populations creates time and cost constraints. Reliability and correlation analysis of the scales in the questionnaire obtained in the study were performed and interpreted.*

**Keywords:** Brand Experience, Perceived Value, Service Quality, Customer Trust and Loyalty

## 1. Introduction

The concept of the consumer is a very broad concept. Searching for the definition of the consumer; It is necessary to seek answers to questions such as who are consumers, what, why, where, when, for whom, how do they use and dispose of what they buy, using many fields and disciplines from history to psychology, from anthropology to economics (Savaş & Günay, 2015, p. 50). Today, consumers are more conscious and know what they want than in the past. Before purchasing the product or service that the consumer wants to buy, they compare it with

many alternatives and they are very knowledgeable about the product or service to be purchased. Consumers share their experiences about that brand, regardless of the product or service they use, the value perceived against the service quality they have seen and the loyalty towards that company vary. This also applies to food and food purchases.

The change in competition conditions, the development of technology and its reach to everyone necessitated some changes in the structures of both consumers and businesses that offer goods and services to consumers (Fettahlıoğlu 2008, p. 1). The fact that consumers have become more conscious

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individuals today has led to the diversification of goods and / or services, the differentiation of requests, needs, perceptions and expectations, and with this, companies began to look for a number of strategies in order to survive in the competitive environment while trying to meet the different demands and expectations of consumers. The fact that every loyal customer that the business can win will make frequent and regular shopping from that business, increases the importance of this issue for businesses. In order to increase their profitability and survive in this fierce competitive environment, businesses have focused only on the customer by developing strategies such as gaining loyal customers and ensuring customer satisfaction (Kotler, 1997). On top of this situation, a customer-oriented management approach has emerged in the direction of how the business can reach and retain customers with different characteristics as much as possible and how they can establish a sustainable relationship. Accepting the concepts of customer satisfaction, customer value and customer loyalty as indicators of the concept of "customer focus", which claims that it begins and ends in the mind of the customer, reveals the importance of these concepts in the service sector, where it is obligatory to consider the wishes and needs of the customers (Hoisington & Naumann, 2003).

In the context of relational marketing, the concept of "perceived value" is considered as an important element. However, the fact that companies offer superior value to their customers is seen among the most successful competitive strategies in today's marketing environment. (Ravald & Gronroos, 1996, p. 19). Today, consumers no longer evaluate products only according to their quality, but also take into account many features. One of

the most important of these features is the services provided with the product. The service, which adds an additional value to the product, creates a driving force in product preference (Liljander & Strandvik, 1995).

Services are intangible products offered to consumers by businesses in order to meet customer requests, needs and expectations (Garland et al., 1994, p. 370). However, the concept of service can also be defined as the whole of economic activities that provide time, place, form and psychological benefits. Since the concepts of service and service quality do not have a common and agreed definition in the literature, alternative models have emerged in modeling and measuring service quality. Although the conceptual models of service quality are quite different from each other, they share the same view that service quality is a multidimensional abstract concept (Heskett et al., 1994). The difficulty in measuring abstract concepts such as customers' perception of service quality increases the importance of the selection of the measurement tool as well as the selection of the conceptual model (Yavuz, 2010, p. 5).

In this study, it was tried to measure the brand experience, perceived value, service quality and the level of loyalty towards an international fast food brand of students studying at a university in Slovakia. Also, it is aimed to question the perceived value, service quality and customer loyalty of consumers in Slovakia based on a fast food restaurant. It is aimed to compare the similarities and differences between the two countries by comparing the data obtained with the data to be collected from a study to be carried out on the same subject in Turkey later on. The fact that such a comparative analysis has not been conducted between

these two countries before, increases the importance of the study.

In collecting the data of the research, a questionnaire was applied to the students by face-to-face interview method, and the data were collected through questionnaires. Face-to-face interview method was preferred due to the high response rate and fast feedback. Then, reliability test, correlation analysis were applied on the obtained data and the results were interpreted.

## **2. Conceptual framework**

### **2.1. Brand Experience**

Brand can be defined as a name, concept, symbol, word, design, sign, shape, color or a combination of these, which are used to define, promote and differentiate the goods and services of a manufacturer or a group of sellers from those of competitors (Özer, 2008, p. 15). Experience is defined as the image of a high degree of familiarity achieved through some type of exposure related to a particular subject (Braunsberger & Munch, 1998). For example, we can evaluate a consumer who has researched, made a decision and / or used the product for a product as an experienced consumer (Ha & Perks, 2005, s. 440). According to Padgett and Allen (1997) consumer experience; It is a symbolic meaning combination of associative behaviors, feelings and thoughts that occur during service / product consumption. The brand experience of consumers expresses the knowledge and familiarity level of consumers in the brand or brand category (Alba & Hutchinson, 1987, p. 411).

According to Alloza (2008), brand experience can be defined as the perception of whether the quality level of the customers' first contact with the product or their personal experience with the brand is the same as the brand image

displayed in the advertisements. Brand experience was formed by the use of the brand by the customer, by talking with others about the brand, and by researching the brand, events and promotions (Ambler et al., 2002, p. 18). Experience with the brand is more effective than the features and benefits of the product. The brand experience can have a deeper impact on the customer and, moreover, it can give the consumer an unforgettable brand confidence. It is suggested that as consumers' brand experience increases, their ability to categorize products according to their characteristics increases (Murphy & Smith, 1982).

Brand experience is considered a strategic approach because it increases people's productivity and therefore is very important in terms of brand loyalty. Brand experience can be thought of as a synthesis of business, marketing, design and technology. The easiest way to achieve uniqueness is through creating a good brand experience (Göker, 2011, p. 41). Consumers feel the brand experience when they are exposed to any of the marketing communication tools such as advertisements on television, brochures, advertisements and web pages (Brakus, et al., 2009, p. 53). Nikhashemi, et al. (2019) in their study, they revealed how important the role of retailers is on consumers buying more products, willingness to pay more, word of mouth communication, loyalty to the brand and moreover, loving the brand.

Consumers do not only buy the product and its features, but rather buy the product's name, logo, package, shape, packaging, and even the environment in which it is displayed. The visual identity of the brand reveals the look and feel of that experience. If a brand wants to have a good experience for

the consumers, it should reveal the visuality of the product as much as possible (Başer, 2011, p. 67). In short, all events such as participating in any event of a brand, seeing its advertisements, visiting its web pages, hearing its logo or name from our surroundings, receiving positive or negative opinions about the brand from a friend or relative who uses that brand, and experience with that brand results (Kara, 2015, s. 28). Mukerjee (2018), in his study, examined the effect of brand experience, service quality and perceived value on word-of-mouth communication of retail bank customers by investigating the mediating effect of loyalty. In another study, Wiedmann et al., (2018), in their study to measure the power of experiential marketing, they investigated the causal relationships between brand experience and perceived value. In another study on brand experience and service quality, Prentice et al., (2019), examined the effect of brand experience and service quality on customer engagement. The hypothesis based on these studies is as follows:

**H1:** There is a significant relationship between perceived value and brand experience in the context of Slovak students' experiences of X fast food restaurant.

**H2:** There is a significant relationship between service quality and brand experience in the context of Slovak students' experiences of X fast food restaurant.

## 2.2. Perceived Value

Many studies have shown that the quality of a product or service is not sufficient to lead to behavioral consequences such as direct purchase (Sweeney and Soutar, 2001; Caruana, et al. 2000). Rather, quality indirectly influences behavioral outcomes through a perception of value that mediates

the relationship between consumer and seller (Gurski, 2014). Perceived value includes evaluations customers make about their quality relative to the price they pay for products or services after purchase. In this context, consumers evaluate whether the product they buy is worth the money and time they spend and compare the benefits of the product with its costs (Zeithaml, 1988). In another definition, perceived value is the utility value that occurs as a result of the personal perception of the business and consumers (Woodall, 2003, p. 21).

The perceived value is based on four components. These components can be listed as follows (Varon, 2008, p. 148):

- Benefits provided,
- The real performance of these benefits provided by the enterprise and its competitors,
  - These benefits provided by the business and its competitors are perceived performances,
  - For customers, it is the relative importance of each of these benefits.

The concept of perceived value suggests that consumers' evaluations against a particular product, service or brand are multidimensional and the contribution of these dimensions to perceived value may be independent from each other and at different levels (Tümen, 2011, p. 25). Sheth et al. (1991) have determined that their effects on perceived value are at different levels by examining the dimensions of quality and price separately. In this way, the perceived value dimensions are shaped as follows:

- Quality value
- Monetary value

- Social value
- Emotional value

According to the theory of consumption values, any or all of the perceived value dimensions can affect the perceived value of consumers. All of these dimensions do not necessarily have a role when determining consumer perceptions of a particular product, service or brand. In some cases only one dimension may be effective, in other cases two, three dimensions or all dimensions may be effective.

It may be helpful to clarify and understand the concepts of perceived value and customer value by specifying some relevant features of these concepts in order to understand the concepts of perceived value or customer value more clearly. These features can be summarized as follows (Uzkurt, 2007, p. 29);

- Customer value is the value perceived by the customer.
- Customer value is the perception of total benefits and total costs by the customer proportionally.
- Minimizing costs plays an important role in the creation of customer value as well as increasing benefits.
- The customer's perception of value is relative.

Kuo et al. (2009), in their study, they examined the relationships between service quality, perceived value, customer satisfaction and post purchase intention in mobile value-added services. The three variables used in the study were also used in this study and the relationship between them was tried to be determined. Tam (2010), in his work that creates an integrative model, considers the concepts of perceived value and service quality together. Ishaq (2012), in his

empirical study in Pakistan, worked together on the concepts of perceived value, service quality, corporate image and customer loyalty. In her study, Rambitan (2013), examined the effect of perceived value and brand experience on customer purchase intention. Roig (2009), et al. in their study, they examined the perceived value and customer loyalty in financial services together. Also, Dlacic, et al. (2014), in their study investigating the relationship between perceived value and perceived service quality, and its effect on purchase intention, found that there was a significant and positive relationship between both perceived value and service quality and on purchase intention. The hypotheses created in this direction are as follows:

**H3:** There is a significant relationship between perceived value and service quality in the context of Slovak students' experiences of X fast food restaurant.

**H4:** There is a significant relationship between perceived value and customer loyalty in the context of Slovak students' experiences of X fast food restaurant.

### 2.3. Service Quality

Since service is an abstract concept, it is difficult to define the concept of service quality with a single sentence. Therefore, the concept of service quality has been interpreted in different ways by many researchers. If a few examples of comments are shown; Zeithaml (1988), service quality; consumer evaluations of a product's overall perfection and superiority and comparison of product performance with ideal standards, Parasuraman et al. (1988), the difference between consumers' expectations and the yield, performance perceptions of the product, Yu and Fang (2009) the level of

meeting the needs of consumers, Cronin and Taylor (1992), defined it as the perception of performance.

Service quality is the feeling formed by what the customer obtains from the service purchased after making the purchase and expresses the level of satisfaction with the service he/she receives. Therefore, the concept of service quality; The features required to be in service in line with the needs and expectations of the customer can be expressed as the level of the service having these necessary features and qualifications (Esin, 2002, p. 24). According to the Stimulus-Organism-Response model, which is frequently used to examine the effects of the service environment on the behaviors of the customer, stimulants in the service environment affect the customers' feelings of satisfaction, domination and vitality in both ways and as a result, the affected emotions are rapprochement (spending more time in the store, taking a closer look at products/services and communicating with other customers) or divergence (not spending too much time in the environment and not responding to communication efforts) (Çelik, 2009, p. 165).

The more successful the service quality is made and felt to the consumer, the more and more efficient the benefit that the company will provide as a return from this situation will be. Since the concept of service quality can be associated with many issues, the importance of this issue is also great. If we need to explain the benefits of service quality to the business one by one (Ghobadian et al. 1994; Tekeli, 2001; Öztürk, 2002; Grönroos, 1984);

- It helps potential customers in the market to choose to operate,

- It contributes positively to the image of the enterprise,

- Provides continuity of customers by helping to establish a bond with newly acquired customers,

- Provides competitive advantage.

The ability to easily imitate the new products or production processes developed, as well as the convenience of the current technological age in price comparison, thanks to elements such as various social networks and television radio, has brought the quality of service as a tool of non-price competition in the process of creating long-term differentiation (Ueltschy et al., 2007). Wong and Sohal (2003), examined the perspectives of service quality and customer loyalty at two levels of retail relationships. In his study, Wu (2006), focused on the concepts of service quality, customer satisfaction and customer loyalty in the e-retailing. Kheng et al. (2010), examined the impact of service quality on customer loyalty in a study of banks in Malaysia. Caruana, (2002), also tried to determine the effect of service quality and the mediating role of customer satisfaction in his study to measure service loyalty. Accordingly, the following hypothesis was formed:

**H5:** There is a significant relationship between service quality and customer loyalty in the context of Slovak students' experiences of X fast food restaurant.

#### **2.4. Customer Trust and Loyalty**

Customer loyalty is thought to be an important source of long-term business success (Yeniçeri & Erten, 2008, p. 235). The definition of loyalty, which has been expressed over time and most commonly agreed upon, is expressed as a deeply felt commitment to re-purchase a product or

service that will be preferred in the future (Tuu et al., 2011, p. 364). The common mix of recent behavior and purchase intention is also used to evaluate the global and total loyalty measure (Nijssen et al., 2003, p. 49). Trust is also a very important factor in consumer loyalty. Baki's work proves this. In his study on online hotel booking, he found that consumers' trust has a positive effect on their loyalty to that brand (Baki, 2020, p. 106).

Customer loyalty positively influences repeat purchasing behavior. In addition, it emerges as a concept that guides businesses to sell at less cost, to the willingness of customers to recommend products or services, and to commitment to the enterprise, thus indicating that they can gain a competitive advantage against competitors (Aksoy, 2014, p. 68). Therefore, it is thought that customer loyalty is a feature that is based on the customers' past experiences and has a say in their future preferences and prevents the customer from turning to alternative, rival businesses (Çatı & Koçoğlu, 2008, p. 171).

Customer loyalty has become a much more important concept for businesses today than it was in the past. This is because, rather than loyalty being a new concept, today's customers whose loyalty is desired is very difficult to win and very easy to lose. However, it is not enough for businesses to want to gain customer loyalty, it is a must that they make an effort to gain customer loyalty and act towards customer loyalty. Because nowadays, customers should not comply with the business, but on the contrary, businesses have to comply with customers (Bayuk & Küçük, 2007, p. 286-287). The degree of customer loyalty to the brand and the business may differ when purchasing a product. A customer's loyalty to the company or brand is not a phenomenon that can occur

overnight. Customer loyalty is a process. Each customer may be in different stages of this process (Çatı & Koçoğlu, 2008, p. 170).

The importance of the relationship between customer satisfaction and customer loyalty stems from the fact that customer satisfaction is seen as a determining factor that leads to loyalty, and satisfaction is used as one of the main criteria used to measure loyalty, in determining the level of loyalty of customers (Bayuk & Küçük, 2007, p. 287). In this relationship, it has been found that the mere satisfaction of the customers and their full satisfaction affect the level of loyalty differently, and a high level of customer satisfaction further helps to develop long-term loyalty. Accordingly, the full satisfaction of customers has a major impact on achieving customer loyalty and uncovering higher, long-term financial performance (Jones & Sasser, 1995, p. 89). Ong et al. (2018), in their study, they examined the effect of brand experience on loyalty. In this study, it was also planned to examine the relationship between the two variables. Also Dachyar and Hananto (2014), studied the factors of service quality and customer loyalty in their study using structural equation modeling. In another study using structural equation modeling, Yieh et al. (2007), tried to identify the antecedents of customer loyalty. Accordingly, the following hypothesis was formed:

**H6:** There is a significant relationship between customer loyalty and brand experience in the context of Slovak students' experiences of X fast food restaurant.

### 3. Method

The main mass of the study is bachelor, master and doctoral students at Comenius University in Slovakia. This is because the

author completed his master's education here for a semester. The sampling method was chosen as the implementation of the survey application in all main populations creates time and cost constraints. It is thought that university students, who generally spend their lives away from their families and considered to have food as one of their biggest problems, will prefer fast food style foods because it is much simpler, effortless and easily accessible, and will have more information on this issue than people in other market segments, and was chosen as a sample. Another reason for choosing university students is that the perceptions and values of other university students are also influenced by similar mass media. For example, similar features and communication among younger generations are increasing through the Internet (Park & Rabolt, 2009, p. 714).

The answers to the questions used in the survey of the research were arranged in the form of a five-point Likert scale. In this section, statements about measuring the brand experience, service quality, customer loyalty and perceived values of consumers for the products and services of the fast food brand that are the subject of the research are included. For brand experience variable, Brakus et al., (2009) scale, for service quality variable, Parasuraman et al., (1988) scale, for customer loyalty variable, Morgan & Hunt, (1994) and Walsh & Beatty, (2007), for the perceived value variable, Sweeney and Soutar (2001), Parasuraman, Zeithaml and Malhotra, (2005), Lee et al., (2007) scale were used.

In the lower part of the survey, questions were asked to the participants to determine their four demographic characteristics: gender, age, income level as a student and the

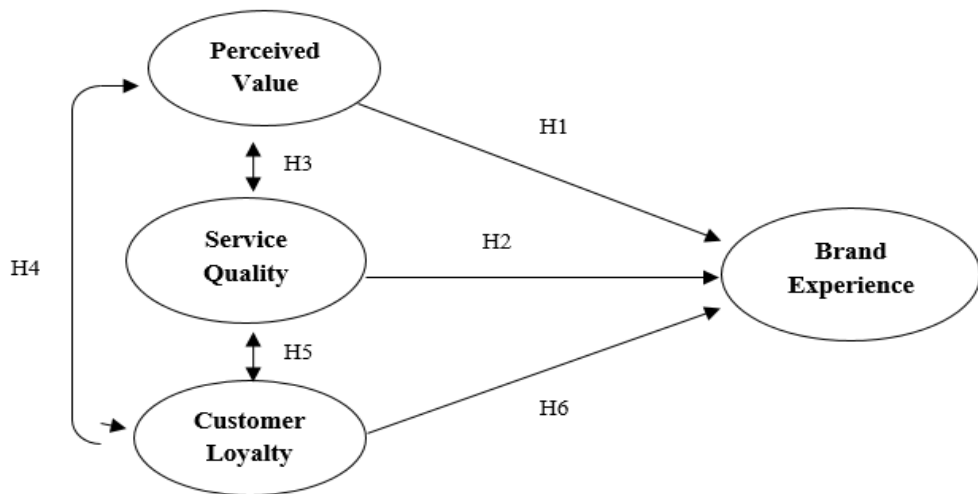
last degree they graduated from. In order to be objective, the people selected in the study were randomly selected in university campuses and dormitories instead of consumers who generally prefer to go to a fast food shop for food and were determined by easy sampling. In the implementation of the study, a questionnaire was applied with the students through face-to-face interview method, and the data were collected through questionnaires. It is known that face-to-face interview method is more advantageous than other methods due to the high response rate and rapid feedback. While determining the number of questionnaires to be conducted, as a result of the literature review, Cohen, et al., (2000) and Çıngı (1994), based on the estimated sample size as given in their sources, and according to the table data with a deviation of 5%, the sample size suitable for this study was determined as 357.

Assuming that there will be incomplete or incorrectly filled questionnaires due to various reasons, 428 questionnaires, more than the minimum sample number (357), were completed by university students. 22 questionnaires, which were incomplete or incorrectly filled, were excluded from the sample, data were obtained from the remaining 406 questionnaires and analyzes were carried out. Reliability and correlation analysis of the scales in the questionnaire obtained in the study were performed and interpreted.

In the study, it was aimed to measure the variables of brand experience, perceived value, service quality, customer loyalty of university students about an international fast food brand and its products through the surveys applied in Slovakia. The proposed model for the study is shown as follows.



**Figure 1. Model of the Study**



#### 4. Results

The demographic information of a total of 406 consumers participating by filling out the questionnaire with university students from Slovakia is shown in Table 1:

**Table 1: Demographic Analysis Results**

Demographic Features	Frequency	%
<b>Gender</b>		
Female	242	59,6
Male	164	40,4
<b>Age</b>		
18-20	105	25,8
21-25	272	67,1
26+	29	7
<b>Income</b>		
500 € and below	295	72,7
501-1000 €	71	17,5
1001-1500 €	26	6,4
1501-1999 €	9	2,2

2000 € and above	5	1,2
<b>Graduation Degree</b>		
High School	290	71,4
Bachelor	85	20,9
Master	28	6,9
Phd	3	0,7

The demographic characteristics of the students participating in the application, given in Table 1 are as follows;

It is seen that the proportion of female participants is 59.6% and that of male participants is 40.4%, and it is reflected in the table that the female population is slightly higher than the male population. Age groups are divided into three groups as 18-20, 21-25 and 26 and above. The percentage of the 18-20 age group is 25.8%, the rate of the 21-25 age range is 67.1%, and finally, the percentage of the age group 26 and over is 7%. As can be seen in Table 1, the participants are mainly included in the age group between the ages of 21-25. Since the participants are students,

their income levels are as high as 72.7% and 500 € and below. The rate of those with an income of € 500 1000 is 17.5%, the rate of those with an income of € 1001-1500 is 6.4%, the rate of those with an income of € 1501-2000 is 2.2%, and the rate of those with an income of € 2000 and above is 1.2%. Graduation status of the participants was high school with 71.4%, as the application was applied to university students and most of them were faculty students. Participants with a bachelor's degree are 20.9%, graduate participants are 6.9%, and finally, the rate of doctorate graduates is 0.7.

When the individual reliability analyzes of the scales applied in the study are made, the data related to the results are shown in Table 2:

**Table 2: Reliability Analysis Results**

SCALES	Cronbach's Alpha
Brand Experience	0,60
Perceived Value	0,82
Service Quality	0,75
Customer Trust and Loyalty	0,80

Considering the results of the reliability analysis given in Table 2, the Cronbach Alpha coefficient value of the brand experience variable is 0.60. This value shows that the reliability level of the variable is medium. There are a total of four statements in the brand experience variable, but one of the statements has been omitted for a higher reliability rate. The Cronbach Alpha coefficient of the service quality variable is 0.751. This value shows that the reliability level of the variable is at a strong level. There are a total of fifteen statements in the service

quality variable, but two statements were omitted to obtain a higher level of reliability. Cronbach's alpha coefficients of perceived value and customer loyalty and trust variables are 0.829 and 0.805, respectively. These values show that the reliability levels in both variables are at a high level, that is, reliable. There are twelve and eight statements in perceived value and customer loyalty variables, respectively, and none of them were omitted.

The data regarding the results of the correlation analysis between the variables used in the application are given in Table 3.

**Table 3: Correlation Analysis Between Variables**

Variables	Brand Experience	Perceived Value	Service Quality	Customer Trust and Loyalty
Brand Experience	1	0,400(**)	0,120(*)	0,405(**)
Perceived Value	0,400(**)	1	0,219(**)	0,761(**)
Service Quality	0,120(*)	0,219(**)	1	0,316(**)
Customer Trust and Loyalty	0,405(**)	0,761(**)	0,316(**)	1

\*\* Correlation is significant at the 0.01 level

\* Correlation is significant at the 0.05 level

According to the data in Table 3, where the relationship between the variables in practice is examined, a positive relationship ( $p = 0.120$ , at the 0.05 level) was found between brand experience and service quality. On the other hand, considering the relationship between other variables, a positive relationship at the 0.01 level was found between all variables. When looking at the table, a high level of significance ( $p = 0.761$ ) stands out especially among the variables of

perceived value and customer loyalty. This result shows how important the level of value that consumers perceive and feel towards a firm's products is important in increasing their loyalty and loyalty to that brand, thus increasing their repurchase and profitability of the company.

In line with the data obtained from the study, it was determined that all six hypotheses suggested above were realized and all of them had significant relationships. Considering the results obtained, especially the high level of relationship between perceived value and customer loyalty showed how important it is for customers' perceptions of the brand to be in line with their trust in that brand. As a result of these analyzes, the importance of the perception created by a company against its brand and how this greatly affects customer acquisition and, naturally, profitability has emerged.

## **5. Recommendations and Conclusion**

Nowadays, companies have to take action according to the wishes of the consumers, not their own wishes. Companies have to do this in order to gain more customer and stay competitive. This situation provides the consumers with different alternatives while making their choices, making it easier to evaluate the alternatives, to search and make a choice to reach all kinds of information about the required product or service. Today, with the development of technology, various social media and communication tools, consumer awareness about products and services and the level of consumer information about these products and services have increased considerably. Therefore, marketers should closely monitor differences in purchasing behavior of consumers and shape their marketing strategies accordingly. Many factors can

affect the consumer's choice about the product and/or service. Product quality, brand awareness, perceived value, service quality etc. Factors such as can affect both the purchasing behavior of the consumer and the interest and perception of the product.

In this study, analyzes were made on the brand experience, perceived value, service quality and customer loyalty of university students studying in Slovakia about the products of an international fast food company. All of the results were found to be positive and meaningful, and a positive relationship was found between all variables. However, the high-level relationship between perceived value and customer loyalty stands out first. This situation shows once again how important the loyalty of the customers and the brand perception they create are in terms of attracting and retaining customers and thus maintaining the profitability, which is very valuable in competition.

The fact that the loyalty of the customer is affected positively or negatively according to the perceived value of the brand is an issue that businesses should focus on sensitively. Under the guidance of the data obtained from the study, the image of a brand in the eyes of consumers is perhaps the most important factor. As a result of the research, brand experience, which is the second highest value after the highest ratio between customer loyalty and perceived value, is a proof of this. The more positive a customer's experience with a brand is, the more loyal they will be to that brand, and they will shop from that brand more often and say positive things about that brand to those around him. Thus, in today's marketing world where acquiring new customers is very costly and

troublesome, loyal customers will increase the profitability of the business.

This study with Slovak students is a very unique study as it may be done with students studying in Turkey later and the data obtained from the two studies can be compared. In addition, this study on fast food has once again revealed how effective the service quality, brand experience and perception of businesses in the service and food sector are on concepts such as customers' brand loyalty and perceived value. Thus, it is expected that the study may contribute to literature.

Due to the constraints such as time and cost, university students were selected as the population of the study and the application was carried out with a sample size that can represent the universe. For this reason, the generalizability of the data obtained as a result of the study appears as a constraint in terms of obtaining a definite judgment. However, the fact that future studies can be performed with a larger random sample size by selecting a larger population will allow generalization. On the other hand, the products of a fast food restaurant chain were examined in this study. However, newer and more advanced studies can be done with the help of this study in industrial products, convenience goods, likable goods and services.

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