

Critical Success Factors for Food Truck and Its Impact on Revisit Intention

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Abstract

The increasing significance of food trucks in response to ongoing and anticipated global economic changes highlights their potential to significantly influence economic dynamics, as evidenced by their current and projected growth rates. Despite these positive developments, a noticeable gap persists in statistical data and research concerning the safety and quality standards of food served by food trucks and their impact on revisit intention likelihood. This gap is particularly evident when assessing cleanliness levels and the adherence to established food management standards, encompassing considerations of both quality and food safety.

The overall aim of this research is to evaluate the critical success factors of food trucks and their impact on revisit intention. Additionally, firsthand observations assess the study reveal variations in the dedication of investigated food trucks to food handling procedures and attention to health precautions. The study's findings prompt several recommendations for potential enhancements to the quality of food served in food trucks.

A questionnaire designed as part of the study methodology was given to food truck patrons both in-person and virtually to evaluate customer revisit intention. The findings of these studies aim to provide food truck managers with insights into the critical success factors and their impact on revisit intention. The questionnaire used in these studies can help food truck managers improve their understanding of customers and succeed in a competitive environment by highlighting the importance of factors such as service quality, destination image, satisfaction, perceived value, and perceived risk in influencing customer revisit intention.

Key Words: Food trucks, Food safety, Food quality, Customer satisfaction, Business success.

Introduction

Manufacturing (2021) mentioned that factors such as customer satisfaction, repeat business likelihood, revenue, profitability, growth potential, reputation, and brand image wield considerable influence on the evaluation of a food truck business. Owners of food trucks can foster client satisfaction and encourage return business by strategically focusing on these critical elements. Notably, food trucks have transformed the perception of street food, once associated with concerns about food contamination.

Zippier (2023) mentioned that food trucks have transformed the perception by a contemporary interpretation that caters to regional preferences, featuring vibrant exteriors, distinctive brand names, and creative menu items. In addition to introducing entirely new culinary possibilities, food trucks contribute to authentic and innovative dining experiences. Most notably, they have emerged as a reasonably priced dining choice for customers, offering a diverse range of culinary options. Venkatachalam (2017) highlighted that food trucks currently

stand as one of the most successful segments within the global food truck industry. Severt (2019) further asserted that customers seeking hedonic values and exciting experiences, as well as those interested in exploring new and unique culinary offerings, exhibit a greater willingness to visit food trucks.

The Research Problem

According to Bandivilai (2018) and the World Health Organization (WHO), an estimated 600 million cases of illness and 420,000 deaths occur annually due to 31 types of foodborne hazards. These hazards include bacteria, viruses, parasites, toxins, and chemical substances. Despite ongoing efforts by governments to ensure the hygienic quality of food production, food carts, especially in the form of food trucks, continue to pose a significant public health challenge.

Smith et al., (2018) highlighted that the study identified the food trucks exhibited at least one risk factor contributing to foodborne illnesses. These risk factors encompassed issues related to time and temperature management, contamination by food handlers, equipment, and utensil contamination, as well as concerns related to contaminated water and raw materials, along with the potential for indirect contamination. Pattanayak (2016) mentioned that the key elements contributing to success in the food industry encompass effective communication, strong leadership support, skilled personnel, ongoing training, employee engagement, cultural evolution, high food standards, cleanliness, fresh ingredients, regular sanitation practices, innovative technology adoption, employee satisfaction, strategic marketing efforts, and customer happiness.

The Research Aim and Objectives

This study aims to highlight the critical success factors and their impact on customer revisit intention. The aim will be achieved through the following objectives:

- Highlighting how a food truck enterprise could achieve customer satisfaction in accordance with their demands, including factors such as food quality, service efficiency, and menu variety.
- Examining why a food truck business should comply with general health and hygiene procedures to ensure food safety and maintain customer trust.

Acknowledging these limitations is essential for interpreting the study's findings and understanding the context in which the research was conducted.

Literature Review

An overview of food trucks

According to Rohel (2021), the history of food trucks in the United States dates back to public markets and private stores. Initially, street vending was considered a legitimate business, particularly for the growing immigrant population. However, as private stores gained popularity, there was a shift in perception, and small-business owners and the business elite sought to modernize cities by restricting street vendors through increasingly stringent regulations.

Bandivilai (2018) noted that as street vendors were progressively marginalized, some sought new opportunities, such as catering to construction sites. In the 1960s, food trucks became a common sight at construction sites, catering to blue-collar workers who had limited lunch

alternatives. Unfortunately, this change in scenery led to a shift in reputation, with poor sanitation practices contributing to the derogatory term "roach coaches" associated with some food trucks during that period.

Bowers (2018) mentioned that the Great Recession of 2008 played a transformative role in the reputation of food trucks. Many individuals who were unemployed saw operating a food truck as a way to regain financial stability while providing affordable and high-quality food.

Stamford (2019) stated that achieving customer satisfaction in the food truck business involves a focus on food quality, pricing, and atmosphere. Consistently delivering high-quality food contributes to customer satisfaction and positive word-of-mouth.

Pricing should be strategically set to benefit both the business and customers, ensuring happiness and repeat visits. The ambiance, including the location and design of the food truck, is crucial, with a trendy design attracting a younger demographic and enhancing business exposure.

Food trucks concept

Lemon (2019) emphasized that the essence of a food truck lies in providing customers with a distinct dining experience and a wide variety of culinary choices, all conveniently available from a mobile platform. As noted by Venkateshwarlu (2017), food trucks offer a broad spectrum of culinary delights, spanning from delectable Mexican street treats to sophisticated gourmet burgers infused with Japanese fusion elements, along with traditional Indian fare and an assortment of other culinary options.

According to Severt (2019), launching a successful food truck business entails establishing a clear and captivating concept that enables the cultivation of a distinctive identity, a compelling brand narrative, and visually appealing aesthetics that connect with the target audience. This conceptual framework not only fosters culinary innovation and experimentation but also empowers food truck proprietors to craft enticing menus, delve into fusion cuisines, and introduce novel flavors to their offerings.

Zippia (2023) mentioned that the significance of a comprehensive marketing strategy and a deep comprehension of the target demographic, typically consisting of middle-class millennials, in ensuring the success of a food truck venture. This underscores the importance of tailoring marketing efforts to resonate with the preferences and lifestyles of the intended audience, thereby maximizing the potential for attracting and retaining customers.

Food trucks definition

According to Hassan (2020), a food truck is a large motorized vehicle or trailer equipped to store, transport, cook, prepare, serve, and/or sell food. further elaborated that food trucks can offer a diverse range of foods, spanning from sandwiches, burgers, and French fries to ceviche, sushi bowls, and cupcakes. Additionally, Pattanayak (2016) noted that while some food trucks feature onboard kitchens and prepare food from scratch, others may sell frozen or prepackaged food items.

Food trucks problems

1-Poorly Built Trucks and Equipment

According to Kung (2015), breakdowns of food trucks and equipment are not uncommon, particularly if they have been inadequately constructed or not properly tested. Additionally, some trucks may have kitchen equipment that is unable to withstand the high demand for food from customers, resulting in slower customer service. In such cases, mentors can be valuable resources, as they can connect you with individuals in their network who can assist in building or upgrading trucks and equipment to enhance reliability and efficiency.

2-High levels of Uncertainty

According to Singh (2021), running a food truck business is inherently more unpredictable than owning a traditional restaurant. Various factors, such as the success of events, weather conditions, seasonal fluctuations in tourism, and unexpected obstacles like construction and traffic jams, can significantly impact sales and turnout. In navigating these uncertainties, mentors can offer guidance on focusing on aspects of the business that are within your control.

3-Intense Physical and Mental Stress

According to Boateng (2018), running a food truck business often entails working long hours, with many owners putting in more than 70 hours per week. This intense workload can lead to significant physical and mental exhaustion, as food truck owners typically have to handle multiple responsibilities, from cooking and serving food to vehicle maintenance and administrative tasks. Unlike traditional restaurants with specialized staff, food truck operators often

find themselves juggling various roles, which can be both physically and mentally demanding.

Myrick (2019) stated that demanding circumstances, mentors can play a crucial role in providing emotional support to food truck owners. By offering guidance, encouragement, and a listening ear, mentors can help alleviate feelings of isolation and stress, making owners feel more supported in their endeavors.

4-Immense Competition

Manufacturing (2021) mentioned that the increasing number of food trucks has led to a saturated market, making it challenging for new entrants to distinguish themselves. To succeed in such a competitive environment, food truck operators need to identify and leverage various factors that can set their businesses apart from the rest. These factors may include pricing strategies, menu diversity, the design and ambiance of the truck, and the effectiveness of their online and social media presence.

According to Yanovski (2019), navigating these challenges, mentors with experience in running successful food truck or restaurant businesses can provide invaluable guidance.

Food Trucks Industry Trends and Statistics in 2023

According to Carpenter (2021), the food truck industry has experienced significant growth and evolution in recent decades. While food trucks have been around for a long time, their popularity surged in the 2000s as restaurateurs sought alternative ways to launch their businesses, coupled with the rise of social media platforms.

Seoadmin (2021) highlighted the fact that food trucks offer a unique opportunity for culinary entrepreneurs to innovate and share their creations with diverse communities. The mobile nature of food trucks provides flexibility in operations and enables owners to connect with customers both in person and through online marketing channels, enhancing their reach and impact.

Furthermore, Palilati (2021) emphasize that the food truck industry is part of the broader restaurant landscape, which is constantly evolving. Despite its humble beginnings, the food truck sector has grown into a substantial market, reaching \$1.4 billion in the United States alone by 2022. With a promising growth trajectory, fueled by consumer demand and changing dining trends, the food truck industry is expected to continue expanding in the years ahead.

Mardani (2018) stated that the continued interest expected for food truck businesses in 2022, it's essential to examine emerging industry statistics and trends. One significant trend is the growing popularity of plant-based foods and vegan alternatives, reflecting shifting consumer preferences towards healthier and more sustainable eating habits.

According to Samat (2020), a survey conducted by the International Food Information Council (IFIC) revealed that approximately 65% of respondents reported consuming plant-based meat over the past year. This trend aligns with the increasing mainstream acceptance of veganism and plant-based diets, driven by factors such as personal taste, health considerations, ethical concerns regarding animal welfare, and environmental sustainability.

Namin (2017) highlighted that the rising interest among consumers in vegan-based dishes and plant-based alternatives, indicating a growing demand for these options in the food industry. Food trucks, known for their adaptability and innovation, have embraced this trend by incorporating plant-based menus into their offerings. This trend is particularly evident in locations such as campuses, urban centers, and rural areas, where access to fresh vegan options may be limited.

Critical Successes Factors

Critical Successes Factors definition

Nayan (2020) defined critical success factors (CSFs) as essential elements necessary for an organization or project to accomplish its mission successfully. These factors are vital for achieving goals and require a deep understanding of each key success factor (KSF) and their variations, as well as the different roles they play within the organization. Additionally, they distinguish between key result areas (KRAs), which are specific areas of focus essential for achieving desired outcomes.

John (2022) mentioned that successful execution of these CSFs should result in positive outcomes and create significant value for the organization. CSFs serve as high-level goals that organizations must meet to fulfil their mission and guide efforts towards achieving specific objectives. It's important to note that CSFs are distinct from success criteria, which refer to the outcomes or achievements necessary for considering a project or organization successful. While success criteria determine project success, CSFs focus on identifying and implementing the essential factors that drive overall organizational success and strategic goal attainment.

Steps to achieve the Key Success Factors



Figure 1 : Key successes factors
Source : Nayan (2020)

García (2017) highlighted that food trucks represent a modern and authentic aspect of the economy, offering a diverse range of culinary options from appetizers to desserts. The food truck industry has undergone significant transformations, integrating advanced technology into vehicles and expanding the variety of foods offered. While food trucks originally served simple fare like sandwiches and hot dogs, they now feature gourmet and exotic cuisine, catering to diverse tastes.

Olivier (2017) emphasized the importance for food truck operators to assemble a competent team that can effectively work with the critical success factors (CSFs). It's essential to involve customers in the process by soliciting their ideas and feedback before implementing a strategic plan for the food truck. This ensures that the plan aligns with customer preferences and needs.

Key factors that should be considered in achieving long-term organizational goals include:

- ✓ Skills: The owner of the food truck should possess a diverse set of skills to ensure success. This may include proficiency in financial management, marketing, sales, customer service, communication, negotiation, project management, planning, leadership, problem-solving, and networking (Bonadonna, 2017).

Effective communication is vital for the success of food trucks

Pattanayak (2016) underscores the importance of fostering open communication among all staff members to solicit their opinions and ideas on how to improve operations and achieve goals.

- ✓ Planning: Thomas (2016) emphasizes the importance of thorough planning in leveraging critical success factors (CSFs) for food truck operations. Owners must develop comprehensive plans detailing how they will implement CSFs to achieve their long-term organizational objectives. This includes outlining specific actions, timelines, and resource allocations required to execute each CSF effectively. Additionally, owners can utilize various planning tools and techniques to streamline the planning process, such as project management software, Gantt charts, and SWOT analysis, to ensure that their strategies are well-defined and actionable.
- ✓ Teamwork: Effective teamwork is essential for the success of food truck operations, as highlighted by Oliveira (2018). When all staff members collaborate and contribute their ideas and opinions, it fosters a culture of innovation, problem-solving, and collective ownership of goals. Owners should promote teamwork by fostering open communication, creating a supportive work environment, and encouraging cross-functional collaboration among team members.

- ✓ Process: Medeiros (2019) underscores the significance of implementing effective business processes within food truck operations. Business processes refer to a series of structured activities or tasks performed by individuals or equipment to deliver products or services to customers.

Hulten (2019) emphasizes that critical success factors (CSFs) play a pivotal role in driving the success of an organization, business, or project. These CSFs are specific elements or action areas that require focused attention and successful implementation to achieve strategic objectives. Unlike mere measurements of success, CSFs represent the key actions taken by a team to deliver products or services that effectively address user needs and solve problems.

Seven top factors of key success factors

1-Management

According to Miettinen (2017), effective management stands out as a critical success factor for any business. This encompasses several key components, including:

- ✓ Strong leadership: means having capable leaders who can inspire, motivate, and guide teams towards achieving organizational goals (Sela,2017).
- ✓ Clear Communication: Ensuring open, transparent communication channels within the organization to foster collaboration, alignment, and understanding (Faria,2016).
- ✓ Well-Defined Organizational Structure: Establishing clear roles, responsibilities, and reporting lines to promote efficiency, accountability, and clarity (Derek,2020).

- ✓ Investment in Professional Development: Providing opportunities for employees to enhance their skills, knowledge, and capabilities through training, mentorship, and continuous learning initiatives (Czerwinska,2020).
- ✓ Opportunities for Growth: Offering avenues for career advancement and personal development to retain talent, foster engagement, and drive performance.
- ✓ Attracting Top Talent: Recruiting skilled, motivated individuals who bring valuable expertise, creativity, and perspective to the organization (Samat,2020).

2-Marketing and Sales

Huang (2018) emphasizes the significance of a robust marketing and sales strategy as a critical success factor for businesses.

This entails several key aspects:

- ✓ Understanding the Target Market: Conducting thorough market research to identify the needs, preferences, and behaviors of the target audience.
- ✓ Developing Effective Advertising Campaigns: Creating compelling and impactful advertising materials across various channels, such as digital, print, and social media, to reach and engage the target market. The campaigns should communicate the value proposition of the products or services clearly (Banditvilai,2016).
- ✓ Building Strong Relationships with Customers: Establishing and nurturing relationships with customers through personalized interactions, excellent customer service, and consistent communication. Building trust and loyalty among customers enhances retention and fosters positive word-of-mouth referrals (Alives,2015).

3-People

This involves several key components:

Hiring and Retaining Talented Employees: Identifying and recruiting individuals with the necessary skills, experience, and cultural fit for the organization. Retaining talented employees involves offering competitive compensation packages, providing opportunities for career growth and advancement, and creating a supportive work environment (Carpenter,2021).

Providing Training and Development Opportunities: investing in employee development through training programmes, workshops, and ongoing education initiatives (Seoadmin,2021).

Fostering a Positive Work Culture: Cultivating a workplace culture characterized by open communication, collaboration, respect, and mutual support. A positive work culture fosters employee engagement, morale, and satisfaction, leading to higher productivity and retention rates (Procedia,2014).

Prospecting and Building Trust: Establishing trust and credibility with employees by demonstrating integrity, transparency, and fairness in all interactions. Building trust creates a conducive environment where employees feel valued, motivated, and empowered to contribute their best efforts to the organization (Buhmann,2016).

4-Operations

Carneiro (2016) emphasizes the significance of efficient and effective operations as vital components of business success. Here are the key aspects:

Streamlined Processes: Developing and implementing streamlined processes ensures that operations are conducted in a smooth, efficient manner. This involves analyzing and optimizing workflows, eliminating unnecessary steps,

and automating repetitive tasks wherever possible. Streamlined processes minimize waste, reduce errors, and enhance productivity.

Effective Supply Chain Management: Managing the supply chain effectively involves coordinating the flow of goods and services from suppliers to customers in a cost-effective and timely manner. This includes sourcing raw materials, managing inventory levels, optimizing logistics, and building strong relationships with suppliers and distributors (Lee,2015).

5-Finance

Wells (2016) underscores the importance of effective financial management as a critical factor for business success. Here are key aspects highlighted:

Managing Cash Flow: Proper management of cash flow involves monitoring the inflow and outflow of funds to ensure that there is enough liquidity to meet short-term obligations and cover operational expenses.

This includes accurately forecasting cash flow, optimizing accounts receivable and payable, and maintaining adequate cash reserves to buffer against unforeseen expenses or fluctuations in revenue.

Maintaining Profitability: Sustaining profitability is essential for the long-term viability of a business. This entails closely monitoring revenue and expenses, identifying areas for cost savings or revenue enhancement, and implementing strategies to improve profit margins. Maintaining profitability requires careful budgeting, cost control measures, and regular financial analysis to identify trends and performance indicators (Roth,2015).

6-Product and Service

García (2017) emphasizes the importance of developing high-quality products and services tailored to meet customer needs as a critical factor for business success. Here are the key points highlighted:

Understanding Customer Needs: Successful businesses prioritize understanding the needs, preferences, and pain points of their target customers. This involves conducting market research, gathering feedback, and analyzing customer behaviors to gain insights into their expectations and requirements.

Developing Innovative Products and Services: Innovation plays a crucial role in staying competitive and meeting evolving customer demands. Businesses need to continuously innovate and develop new products or services that address emerging trends, solve customer problems, or offer unique value propositions.

This may involve investing in research and development, fostering a culture of creativity and experimentation, and leveraging technology to drive innovation (Bulatović,2017).

Providing Excellent Customer Service: Exceptional customer service is key to building strong customer relationships, fostering loyalty, and generating positive word-of-mouth referrals. Businesses should prioritize delivering responsive, personalized, and proactive customer service across all touchpoints, whether in-person, online, or through other communication channels (Aslam,2015).

7-Process And Systems

Chauhan (2017) highlights the importance of having efficient and effective processes and systems in place as crucial for the success of any business. Here are the key points emphasized:

- ✓ **Well-Defined Procedures:** Successful businesses prioritize the establishment of clear and well-defined procedures for various aspects of their operations. This involves documenting processes, workflows, and protocols to ensure consistency, standardization, and clarity in how tasks are performed and responsibilities are assigned.
- ✓ **Utilizing Technology to Automate Processes:** Leveraging technology plays a significant role in streamlining operations and enhancing productivity. Businesses should adopt tools, software, and systems that automate repetitive tasks, streamline workflows, and facilitate seamless communication and collaboration among teams. Automation can help reduce manual errors, save time, and improve overall operational efficiency (Vinh,2013).

Continuous Process Improvement: Businesses must embrace a culture of continuous improvement to drive ongoing enhancements in their processes and systems. This involves regularly evaluating existing processes, identifying areas for optimization or refinement, and implementing changes to enhance efficiency, effectiveness, and performance. Continuous improvement initiatives may involve collecting feedback from stakeholders, benchmarking against industry standards, and implementing best practices to drive organizational excellence (Huang,2018).

Elements of a successful food truck business

1-Offering a unique and differentiated menu

Zainol (2016) mentioned the importance of understanding why customers would choose to eat your food and what unique offerings you provide.

In a competitive market, food truck owners are not only competing against other mobile food vendors but also against every other food option available.

First impressions are crucial, as they can influence whether customers return for more.

The menu plays a significant role in shaping these impressions, as it has the potential to leave a lasting impact on customers even after they have ordered. Therefore, it is essential to craft a menu that hooks customers and keeps them coming back for more.

2-Effective quality control

Carpenter (2021) highlighted the importance of food trucks maintaining quality standards for both their commercial kitchen and the food they produce and serve. The local council's food safety regulators conduct annual inspections of mobile food businesses to ensure compliance with food standards and issue food permits accordingly.

3-Proximity to key markets

According to Bakar (2015), it's essential for food truck businesses to be strategically located in busy areas with significant foot traffic to maximize potential sales. This could include setting up at local community events, markets, or designated park-and-serve locations permitted by the council.

4-Ability to control stock on hand

Albliwi (2017) emphasized the importance of repeat customers for the success of any hospitality business. To maximize profits, it's crucial to implement a food system that minimizes wastage and spoilage of ingredients, thereby reducing costs for the business.

Factors influenced customer satisfaction

1- Food Quality

Alhuraish et al (2017) highlights the importance of consistent food quality for attracting and retaining customers in the food truck industry. Customers expect high-quality food not just once but consistently to keep them coming back. Additionally, Alves et al. (2015) points out that there are several reasons why customers may prefer food truck businesses over chain restaurants, indicating the unique appeal and advantages of the food truck experience.

2- Convenience

Li (2016) mentioned Food trucks offer unparalleled convenience for both customers and operators. Here are some key points highlighting the convenience aspect of food trucks:

Variety: Food trucks often offer a wide range of cuisines and menu options in one location. This variety allows customers to choose from different types of cuisine without having to visit multiple restaurants (Myrick,2019a).

Flexibility: Food trucks can move to different locations based on demand. This flexibility ensures that they can cater to different crowds and events, providing convenience to customers who may be attending various gatherings (Logeshwari,2017).

Outdoor Dining: Many food trucks offer outdoor seating options, allowing customers to enjoy their meals in a casual and relaxed setting. This outdoor dining experience adds to the convenience and appeal of eating from a food truck (Lee,2017).

3-Local Assist

Thomas (2016) highlights a growing trend among millennials who prefer supporting local food truck businesses over chain restaurants.

This preference is driven by several factors:

Unique Culinary Experiences: Food trucks often offer unique and innovative culinary experiences, with diverse menus and creative dishes. Millennials appreciate the opportunity to try new flavors and cuisines that may not be available at traditional chain restaurants (Zahrotun,2017).

4- New Cuisines and Flavor Combinations Exposure

Yu (2014) highlighted that the target audience of food trucks appreciates the opportunity to sample new cuisines and flavors without committing to a costly sit-down restaurant experience.

This resonates with individuals who priorities value for money and enjoy exploring diverse culinary offerings. By patronizing food trucks, customers can indulge in a variety of dishes at a more affordable price point compared to traditional restaurants, making it a budget-friendly option for dining out.

5- The Trendy Factor

Arbelaitz et al (2013) mentioned that millennials are particularly drawn to the new food truck craze because it allows them to engage with and

share photos of their unique food truck meals. The concept of food trucks has gained popularity relatively recently, especially among young people who appreciate the opportunity to enjoy diverse culinary experiences without leaving their own city. This trend is particularly convenient and budget-friendly for students, as food trucks often offer affordable options.

Additionally, some food trucks boast appealing designs or aesthetics, further adding to their allure and integrability within various social settings.

6- Community

Budeva et al. (2014) highlighted the appeal of dining outdoors in parks or at events alongside other food truck patrons.

This communal dining experience adds to the enjoyment of the food truck scene, as customers can socialize and interact while enjoying their meals. Additionally, Budeva discusses the importance of maintaining good general health and hygiene in the daily operations of a food truck business. This includes adhering to food safety regulations, ensuring cleanliness in food preparation areas, and implementing practices to uphold hygiene standards.

7- Keeping Hands Clean

Holthoefer (2015) emphasizes the critical importance of compliance with hand hygiene practices in food truck operations. Despite the limited space within a food truck, operators must prioritize hand hygiene by providing a designated hand washing station equipped with a touch-free dispenser, single-use paper towels, running warm water, and soap. This setup ensures that food handlers can effectively wash their hands to prevent the transmission of pathogens and reduce the risk of illness among customers. Additionally, Holthoefer

recommends the use of rubber gloves to further minimize the risk of cross-contamination. It is also essential to enforce proper hand hygiene protocols, such as requiring the operator handling money at the service window to wash their hands thoroughly before touching food items. These measures are crucial for maintaining food safety standards and protecting the health of both customers and employees in the food truck environment.

8- Food Temperature Check

Jansen (2016) underscores the importance of maintaining proper food temperatures to prevent foodborne illnesses in food truck operations. It is crucial to preserve and monitor the temperature of food items, ensuring that hot foods remain at or above 135 degrees Fahrenheit. After four hours, any remaining food should be either served or discarded to prevent bacterial growth, which can occur rapidly when foods are not kept at the required temperature. Failure to adhere to these temperature guidelines increases the risk of causing illness among consumers. Therefore, diligent monitoring and adherence to food temperature standards are essential practices for ensuring food safety and protecting the health of customers.

9- Keeping Food Truck Hygiene Products Onboard

Jansen (2016) highlighted the challenge of maintaining proper hygiene in food trucks due to limited space, emphasizing the importance of preventing foodborne pathogens.

Despite space constraints, it's essential for food trucks to have readily available cleaning and hygiene products. One effective solution is to install hand sanitizer dispensers near the service window to promote hand hygiene among employees. Some food truck owners also provide hand-sanitizing stations for their customers. In addition to providing adequate training for workers and

using cleaning solutions, food truck operators must ensure compliance with all state and local health code regulations. This not only addresses concerns regarding hygiene but also contributes to a better bottom line by establishing the food truck as a clean and reputable establishment, thus attracting more customers.

Customer Revisit intention

Customer Revisit intention definition

According to Jansen (2017), customer behavior intention encompasses the willingness of customers to spread positive word of mouth, return, remain loyal, and spend more money than expected. Antoniou (2017) mentioned that a company's foremost priority should be its customers.

Low (2015) underscored the importance of understanding customer behavior for business owners, highlighting that satisfied customers are likely to return in the future. Additionally, Clarke (2015) noted that recurrence intention is influenced by factors such as brand awareness and perceived quality, based on research in the hotel industry. Caber (2016) supported this notion, stating that brand awareness and brand perception significantly impact customers' intentions to return.

Improving customer service and customer satisfaction

Swartling (2013) highlighted that customer satisfaction depends on both the production of services and their consumption. Medeiros (2019) further elaborated on developing a customer satisfaction programmed, outlining a common five-step process:

Identify the attributes of your product or service that are most important to customers.

Measure customer satisfaction levels based on these important attributes.

Link satisfaction levels to key customer behaviors, such as usage levels and member retention.

Identify and implement concrete actions that will improve customer satisfaction and, consequently, customer behaviors.

Oliveira (2018a) stressed the importance of not only satisfying customers during their stay but also ensuring their return, along with bringing their friends along. This is because retaining existing customers is more cost-effective than attracting new ones. Carman (2013) reported that customer satisfaction is influenced by consumer expectations before a purchase and their perception of how well those expectations were met afterward. Customer satisfaction is essentially a post-purchase attitude formed by comparing expected quality with perceived quality.

Understanding food truck customers

According to Cavalli (2016), the establishment and sustenance of a community are vital for any hospitality business. The presence of returning customers not only cultivates brand loyalty but also contributes to increased business exposure through word-of-mouth recommendations. Cortese highlights the significance of community building as a strategic aspect in the hospitality sector. Furthermore, Cortese mentions the use of data envelope analysis (DEA) as a technique to evaluate the effectiveness of various organizations, including those in the foodservice, food industry, and hospitality sectors. DEA is a quantitative method that can be applied to assess the efficiency and performance of

these entities, providing valuable insights for improvement and strategic decision-making within the hospitality industry.

According to Joung (2020), there are several mistakes to avoid when running a food truck business. These include:

- ✓ Incorrect truck size: Not choosing the correct size for the food truck can be a significant mistake.
- ✓ Mismanagement of Staff: Proper staffing is crucial for success.
- ✓ Insufficient planning for territory and location: Inadequate planning regarding the territory and location can be a critical error.

According to Bonadonna (2017), inadequate planning regarding the territory is a crucial factor for the success of a food truck. Food truck owners should strategically position their vehicles in areas where their target customers are present.

According to Jones (2013), the location is a critical element for the success of a food truck, and it can have a substantial impact on the volume of customers served.

Wijaya (2013) mentioned that the success of a food truck business is contingent on several factors, including competition, establishing a social media presence, equipment, food costs, marketing, safety, and safety. Thiele (2017) added that competition poses a significant challenge, especially when there are more successful businesses in the area. If competition becomes too intense, exploring new locations might be a strategic move. Establishing a robust social media presence is deemed essential for promoting a food truck.

Way (2013) mentioned that equipment needs in a food truck business can vary based on the type of food being offered.

According to Hawk (2013), crafting a successful marketing plan for a food truck entail leveraging social media platforms to share information.

According to Sarstedt (2015), a robust brand is pivotal for the success of a food truck business.

Customer behavior intention and experience on food truck

Keller (2013) mentioned that customers make their dining selections based on a multitude of factors, and researchers typically concentrate on specific restaurant types, such as quick service/fast food, casual, and fine-dining establishments. However, attributes influencing the selection process for customers of fine dining and fast-food restaurants have not been thoroughly investigated in recent studies.

Understanding the demographics of food truck customers is crucial, as it enables businesses to formulate effective marketing plans tailored to their primary consumer base.

According to Zandonadi (2019), customer behavioral intention refers to the willingness of a customer to engage in positive behaviors such as spreading positive word of mouth, returning to the business, maintaining loyalty, and spending more money than anticipated.

Understanding consumer behavior is crucial for business owners, as satisfied customers are more likely to return in the future. Many studies indicate that repurchase intentions can evolve into revisit intentions, and this transition is considered a critical factor influencing a company's revenue.

The positive intentions and actions of customers contribute significantly to the long-term success and profitability of a business.

According to Kowalczyk (2014), the food truck sector is currently placing a strong emphasis on creating a positive customer experience. Vendors are investing more resources, including money and time, into enhancing this aspect of their business. The sector's growth has brought about competition in areas beyond pricing and food quality, with a heightened focus on the overall customer experience. As customer expectations rise and word of mouth spreads rapidly, the importance of delivering a positive customer experience becomes increasingly significant. Customers wield more power, and businesses in the food truck sector are recognizing the impact of customer satisfaction on their success. Research indicates that businesses prioritizing and delivering exceptional customer experiences tend to enjoy greater financial success in the competitive food truck industry.

Derek (2020) mentioned that the intention to return is influenced by factors such as brand awareness and perceived quality. Drawing from research in the hotel industry, it's suggested that brand equity in the restaurant sector can lead to repurchase intentions. Other researchers concur that brand awareness and perception are characteristics that influence customers, increasing their intention to return. Moreover, the decision to revisit a restaurant can be significantly impacted by the quality of the food and services.

Czerwinska (2020) stated that consumer loyalty encompasses the desire to return, a goal that establishments seek to achieve through satisfaction, repurchase intentions, positive word of mouth, and tolerance for pricing. The significance of price loyalty is noted to surpass brand loyalty, and maintaining a base of loyal customers can result in a substantial increase in profitability. Food trucks, in particular, aim to establish and nurture long-

term customer loyalty by focusing on convenience, location, quality, and pricing.

Huang (2015) identifies four types of loyalty: true loyalty, superior loyalty, latent loyalty, and low or no loyalty. On the other hand, Khairuddin (2018) categorizes loyalty into six different types: monopoly loyalty, inertia loyalty, convenience loyalty, price loyalty, incentive loyalty, and emotional loyalty. These classifications provide a nuanced understanding of the various dimensions and drivers of customer loyalty in different contexts.

Young (2019) mentioned that the food truck industry has experienced significant growth, with over 23,000 food trucks predicted to generate \$1 billion in revenue for the U.S. food truck business in 2019. Food trucks have recently been introduced as a subset of the foodservice sector alongside fine dining, casual restaurants, and fast-food restaurants due to the scale of their market. The food truck industry is expanding due to its less expensive setup and operating costs, making it easier to enter the market.

According to NAICS (2017), enhancing customer service is identified as a top priority for managers in the hospitality and tourism industries. Parks (2019) added that attracting new customers is more cost-effective than retaining existing ones. Cardona (2014) defines customer satisfaction as a post-purchase attitude formed by mentally comparing the expected and actual quality received from an exchange. These perspectives underscore the significance of customer service and satisfaction in the hospitality and tourism sectors.

Research Methodology

In this study, a quantitative approach was used through a self-administered questionnaire. The questionnaire distribution method utilized various channels, including the Internet, social media platforms, telephone calls, and

field visits, to gauge people's acceptance and understanding of the questionnaire. Academic advice was sought to guide its preparation, and customer comments were collected from selected food trucks.

Data collection occurred between August 2023 and December 2023, with the aim of gathering responses from 450 individuals who patronized food trucks. Among these, 202 questionnaires were valid for statistical analysis, excluding forms that were non-refundable or incomplete. The questionnaire was distributed across different governorates, including Cairo, Dakahlia, and Alexandria.

Questionnaire form analysis

1- Have you visited a food truck?

The purpose of this question is to explore customer preferences in their interactions with food trucks.

Table (1) Visiting a food truck

Criteria	Frequency	Percent
Always	122	60
Usually,	20	10
Some-times	60	30
Total	202	100

Table (1) illustrates that 60% did so on a regular basis. The data emphasizes the increasing trend of dining outside, particularly in the context of food trucks. However, it is notable that 10% of respondents favored frequent engagements with food trucks, while 30% of customers indicated occasional visits to these movable dining venues.

2- Do you think that the cost of the recipes on food trucks matters?

The purpose of this question is to highlight the price items in food trucks and their importance to revisit intention.

Table (2) costing of food truck recipes

Criteria	Frequency	Percent
Yes	152	75
No	40	20
Maybe	10	5
Total	202	100

Huang (2018) concurs with the findings, emphasizing the significance of pricing for food trucks. The study revealed that 75% of respondents viewed food truck prices as fair, while 20% disagreed with this assessment. Only 5% expressed indifference toward food truck prices.

3-Do you believe that the quality of your food to be important?

The purpose of ensuring the quality of food is important: to meet customer expectations, build trust, and maintain a positive reputation.

Table (3) Important of food quality

Criteria	Frequency	Percent
Agree	190	94
Not Agree	12	6
Total	202	100

The findings revealed that 94% of customers agreed that global chain food trucks offered the highest level of food quality. This aligns with Bakar's (2015) assertion that quality is the primary driver of overall satisfaction, with price and service sharing second place. However, 6% of customers disagreed with the notion that global chain restaurants provided the highest food quality level.

4-Do you consider service quality to be important?

The aim of considering service quality as important is to understand its impact on customer satisfaction and revisit intention. Service quality encompasses various aspects of the customer experience, such as responsiveness, reliability, assurance, empathy, and tangibles.

Table (4) Important of service quality

Criteria		Frequency	Percent
Agree		130	64
Not agree		30	15
Maybe		42	21
Total		202	100

Based on the results, the majority of customers, comprising 64%, agreed that service quality was a significant factor in their experience with chain food trucks operating globally. Additionally, 21% of customers indicated a neutral stance, expressing uncertainty about the importance of service quality. However, a notable 15% of respondents disagreed, expressing dissatisfaction with the quality of service provided by independent food trucks.

These findings underscore the importance of service quality in shaping customers' perceptions and experiences with food trucks, particularly those operating on a global scale.

5- Did you think that stability in food quality is very important?

The aim of assessing the stability of food quality in food trucks is to understand how consistently food trucks maintain their standards over time.

This ensures that customers receive a consistent and reliable experience

with each visit, which is crucial for building trust and loyalty.

Table (5) Important of stability of food quality

Criteria	Frequency	Percent
Yes	132	35
No	70	65
Total	202	100

The findings reveal a notable disparity in perceptions concerning the consistency of product quality between independent food trucks and global chain food trucks. Notably, 35% of customers disagreed with the stability of product quality in independent food trucks, while 65% considered it the most critical feature in global chain food trucks. This observation aligns with the assertion made by (Alhuraish et al., 2017).

6- Did you find the menus of the food trucks to be particularly noteworthy?

The aim of assessing the menus of food trucks is to determine their significance to customers. Specifically, the research aims to understand whether the variety and appeal of menu options play a crucial role in attracting and retaining customers.

Table (6) Food trucks menus

Criteria	Frequency	Percent
Yes	132	65
No	30	15
Maybe	40	20
Total	202	100

The findings underscore the importance of menu variety in shaping customer perceptions and influencing their revisit intentions, aligning with the assertion made by Esparza (2014). Specifically, the results highlight that

menu variety is highly valued by the majority of customers, with 65% regarding it as the most crucial aspect of food trucks. This supports the notion that a diverse menu can attract a broader customer base and enhance overall satisfaction levels. However, dissent among 15% of customers who disagreed with the necessity for independent food trucks to offer a more varied menu suggests potential variations in preferences among certain customer segments.

Additionally, 40% of participants expressing uncertainty regarding the diversity of menu options at independent food trucks signals a potential area for improvement in meeting customer expectations.

7-What effect do you believe negative and positive publicity is having on food trucks?

Studying the effects of publicity on food trucks contributes to a deeper understanding of the dynamics shaping the industry and provides valuable insights for stakeholders at various levels.

Table(7.1) Negative publicity

Criteria	Frequency	Percent
Effective	142	70
Not Effective	60	30
Total	202	100

Table(7.2) Positive publicity

Criteria	Frequency	Percent
Little Effect	110	54
Moderate Effect	70	35
Good Effect	22	11

Total	202	100
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The results highlight the significant influence of word-of-mouth communication and reputation on the popularity of food trucks.

Word of Mouth: The study found that 70% of customers perceive word-of-mouth recommendations ("word of mouse") to have the most substantial impact on food trucks.

This emphasizes the power of personal recommendations and social influence in shaping consumer perceptions and decisions.

Negative Publicity: Interestingly, negative publicity, such as a poor reputation, was also perceived to have a significant impact on the popularity of food trucks by 70% of respondents. This suggests that negative word-of-mouth or online reviews can strongly influence consumer perceptions and deter potential customers from patronizing food trucks.

Positive Advertising: In contrast, only 11% of respondents noted the impact of positive advertising, such as a good reputation or promotional campaigns, on the popularity of food trucks. This disparity underscores the challenges food truck businesses face in building and maintaining a positive reputation compared to the potentially greater impact of negative publicity.

Competitive Edge and Failure: The findings suggest that while a strong and positive reputation is essential for gaining a competitive edge in the food truck industry, it can also be a double-edged sword. High standards set by successful predecessors may raise consumer expectations, making it challenging for new or struggling food trucks to meet these standards.

8- Have you encountered any issues when utilizing food trucks?

The purpose of investigating whether customers encountered any issues when utilizing food trucks is to identify potential challenges or problems that customers may face during their food truck experience. Understanding these

issues can help food truck owners and operators address them effectively to improve customer satisfaction and overall experience.

Table (8) Issues utilizing food trucks

Criteria	Frequency	Percent
Yes	160	54
No	42	35
Total	202	100

The findings from the study, aligning with the assertion made by Klarmann (2014), suggest that a significant percentage (79%) of respondents encountered problems during their experience with food trucks. This underscores the importance of promptly addressing these issues to ensure customer satisfaction. Failing to resolve customer problems can lead to negative word-of-mouth, which may harm the reputation of the food truck and undermine years of hard work.

9-Personal data

Based on the findings, it appears that men constituted the majority of customers surveyed, accounting for 59% of the total clientele. Among these male customers, 59% were younger than 25 years old. Additionally, a significant portion of the surveyed individuals, comprising 67%, reported being single or not married.

	Variables	Categories	Frequency	Percent
1.	Gender	Man	120	59
		Woman	82	41
		Total	202	100.0

2.	Age	less than 25	120	59
		25-40	70	35
		over than 40	12	6
		Total	202	100.0
3.	marital status	Single	136	67
		Married	66	32
		Total	202	100.0

Results and Major Findings

1. Importance of a Unique Menu: Studies emphasize the significance of offering a unique and differentiated menu as a critical success factor. A diverse and distinctive menu is identified as a key element that contributes to the success of food truck businesses.
2. Effective Quality Control: Maintaining effective quality control processes is highlighted as another critical success factor. Ensuring the quality and consistency of food products is crucial for building customer trust and satisfaction.
3. Strategic Location: The research underscores the importance of selecting strategic locations with significant foot traffic. Being located in busy areas is identified as a factor that positively influences customer revisit intentions.
4. Efficient Food System: Having an efficient food system in place to prevent waste and spoilage of ingredients is recognized as a critical success factor. Efficient operational processes contribute to the sustainability and success of food truck businesses.

5. **Impact of Food Quality:** The quality of the food offered by food trucks is identified as a significant factor influencing customer revisit intentions. Customers are more likely to return if they perceive the food quality to be high.
6. **Service Quality:** The service quality provided by food trucks is highlighted as a factor that impacts customer revisit intentions. Positive customer experiences and interactions contribute to increased customer satisfaction.
7. **Physical Environment Quality:** The quality of the physical environment surrounding food trucks is recognized as a factor influencing customer revisit intentions. A welcoming and clean environment contributes to a positive customer experience.
8. **Customer Satisfaction:** Overall customer satisfaction is identified as a crucial factor.
9. Satisfied customers are more likely to revisit, and understanding and managing customer satisfaction is essential for long-term success.

The data for these findings were typically collected through survey questionnaires distributed to food truck customers. These insights aim to assist food truck managers in improving their understanding of critical success factors and customer preferences, ultimately helping them succeed in a competitive environment.

Conclusions

In summary, this study endeavors to offer valuable insights into the quality of food trucks and their influence on revisit intention. Through the analysis of the collected data, researchers aim to formulate strategies for enhancing the popularity and satisfaction of food trucks.

The study delves into the effects of negative publicity and positive advertising on food trucks, exploring the experiences of the food truck customer base. The research population, encompassing individuals, objects, or events, is defined as the entire group under investigation.

The target population includes stakeholders who may be impacted by customer perceptions, exerting a significant influence on the reputation of food trucks. Data analysis comprises various steps, including data familiarization, focused analysis, categorization, and identification of patterns and connections within and between categories

Ensuring the validity and reliability of the scale is crucial to measuring the quality of research. Validity, in this context, pertains to the extent to which an empirical measure accurately reflects the true meaning of the concept being studied. The study adheres to validity standards through survey questions aligned with the research's objectives, comprehensively covering all relevant aspects of the topic. In conclusion, this study aims to furnish valuable data on the impact of negative publicity on food trucks, emphasizing the importance of employing valid and reliable research instruments.

Recommendations

The result of the study has been revealed by the study on the relationship between revisit intention and food truck quality. Studies have shown how important it is for customers to revisit a business based on aspects like location, cost, contentment, perceived value, and perceived risk.

Based on the research findings, it is recommended that food truck owners focus on the following areas to enhance quality of food trucks and customer revisit intention.

1. **Location Significance:** The study highlights how customers' decisions to return are influenced by food trucks' locations. Recurring visits are far

more likely when the place is well-chosen, easily accessible, and appeals to the target demographic.

2. Pricing Strategy: It is indicated that one important consideration affecting consumers' decisions to come back is the price of food truck offerings. According to the survey, consumers take food truck item prices into account. A well-thought-out pricing strategy that reflects the products' perceived worth has a beneficial effect on customers' intentions to return.
3. Cleanliness and sanitation in food trucks : play a crucial role in influencing customers' decisions to revisit. The impact of hygiene practices on revisit intention is significant, as customers associate a clean and sanitary environment with food safety and overall satisfaction. Here are ways in which cleanliness and sanitation affect revisit intention.
4. Perceived Value: Offer competitive pricing, quality food, and additional benefits to enhance the perceived value of the food truck.
5. Create a loyalty program meme: giving loyal customers rewards and creating a program meme that provides enticements like free or reduced meals, first access to new menu items, or customized offers are two smart ways to retain clients. Customers feel valued and exclusive as a result of this programmed, which also promotes return visits.

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