

CUSTOMER SATISFACTION WITH FIVE-STAR RESTAURANT CHAIN UNDER KHAISILK CORPORATION IN VIETNAM

Trang Luong, Pankaj Lal, Gia Nguyen
Department of Earth and Environment Studies, Montclair State University, NJ 07043

INTRODUCTION

According to statistical data, 45% Ho Chi Minh City population eat away from home. This is a potential market for food service. However, an increasingly number of restaurants makes competition fiercer. This is forcing businesses to pay much more attention to satisfying customers. In this context, we make an overview of measuring the customer satisfaction and performance links in the restaurant sector. More recently, however, researchers started addressing the links between customer satisfaction and performance, emphasizing the way satisfaction affects customers' repeat purchases.

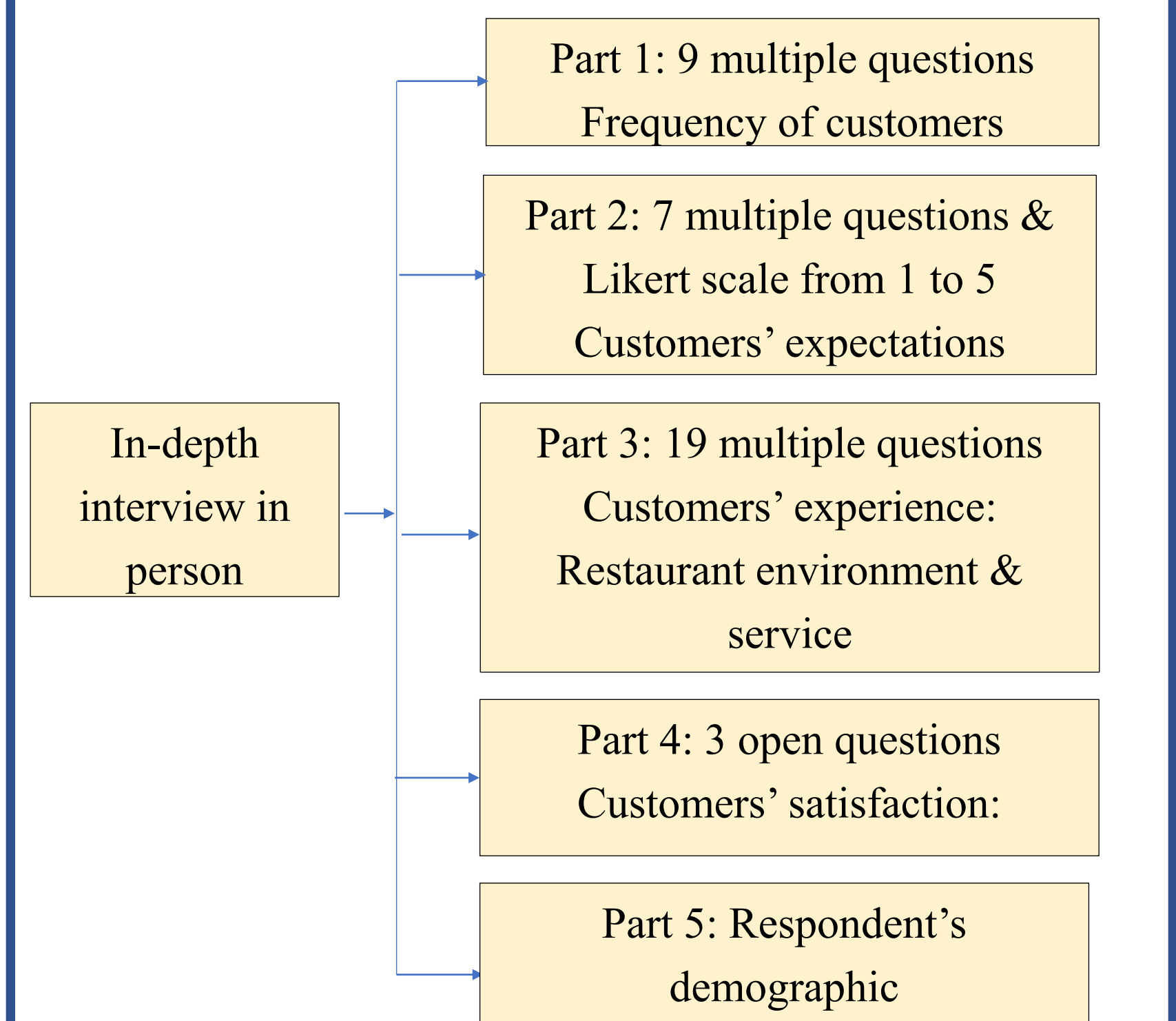
OBJECTIVE

1. To point out the relationship between customer satisfaction and restaurant performance
2. To identify which variables of attributes of guests' dining experience are the most primary to increase guests' intent to return
3. To determine the factors leading to the success of customer service system chain by conducting a survey CSI and observations of 6 restaurants under Khaisilk Corporation.

SIGNIFICANCE OF RESEARCH

- Determine factors leading to the most high-level satisfaction will be very useful for my future career
- Comprehending what customers seek at restaurant will help manager better understand their customers
- Develop suitable strategies to attract customers in repeat purchase intention. Furthermore, the result of this study may show how to satisfy customers and maintain business sustainability

METHODS



- Part 1: to identify which restaurant and how often the customers visit
- Part 2: Interviewees were requested to give their thoughts and feelings before they go to the restaurants. Likert scale, with 5 being the highest agreement with the statement and 1 the lowest
- Part 3: to discover customers' experiences
- Part 4: is about customer satisfaction. After trying service, if they were satisfied with their dining experience
- Part 5: respondents' demographic variables: "Gender", "Marital status", "Nationality", "Age category", "Income", and "Employment category".

CONCEPTUAL FRAMEWORK

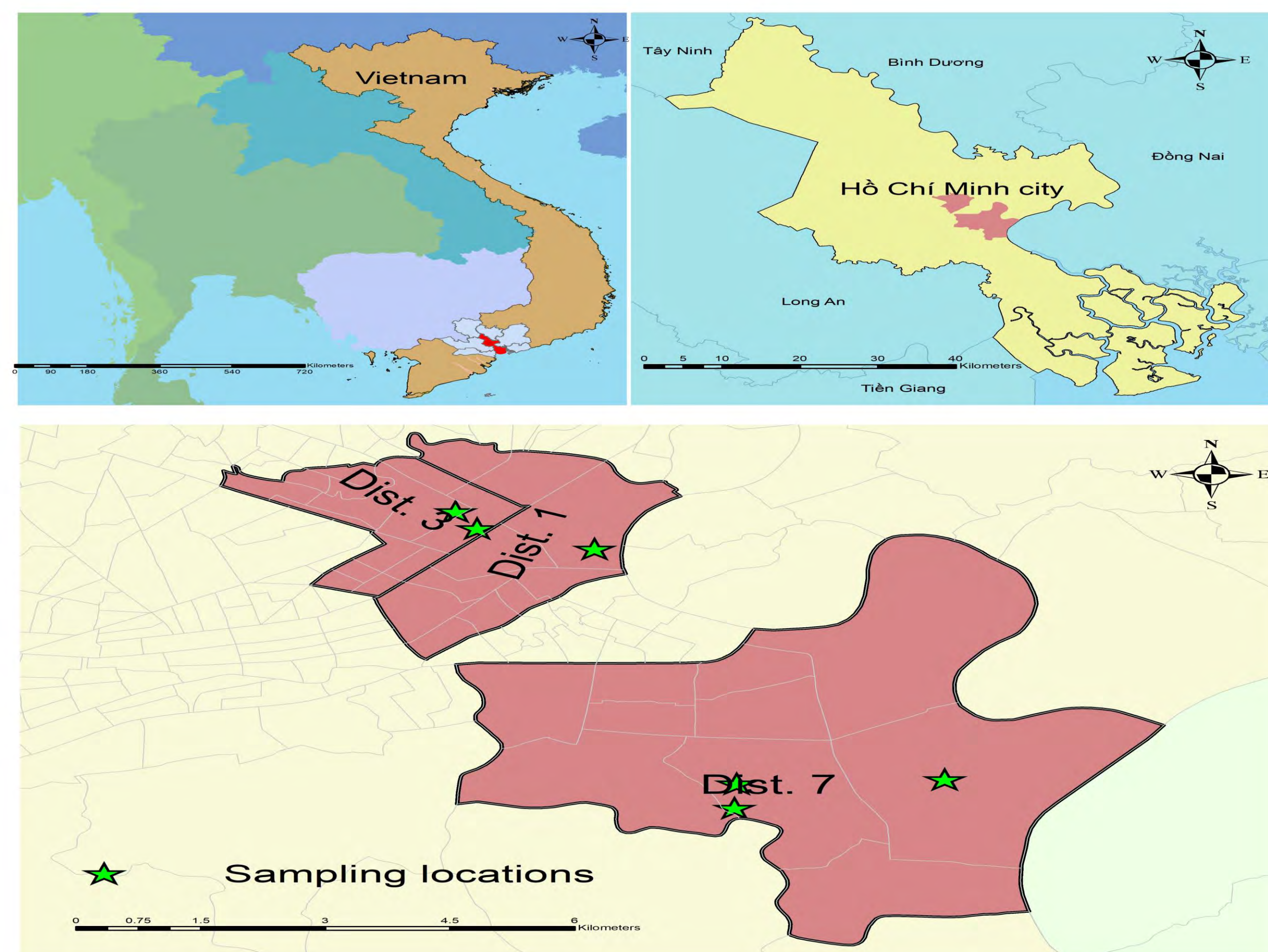
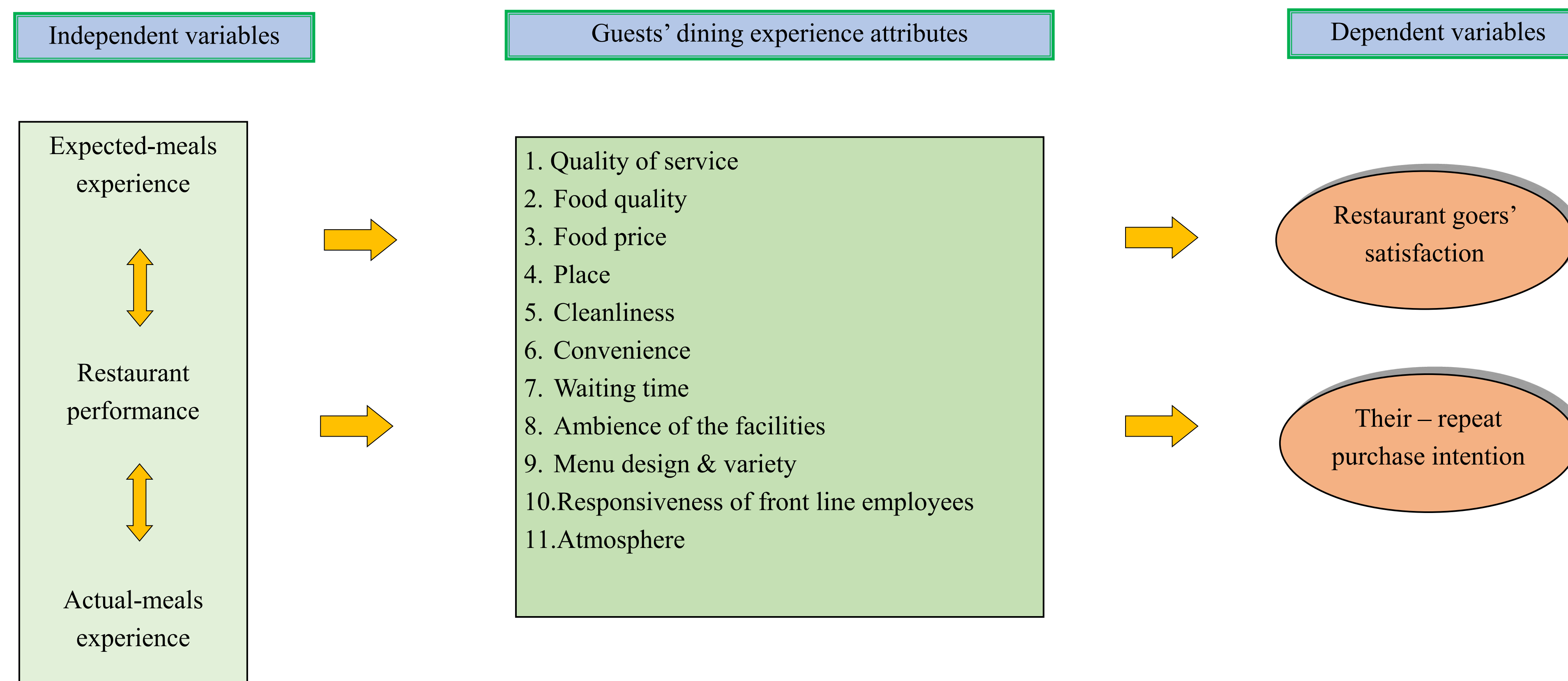


Table 2: Satisfactory attributes and Unsatisfactory attributes

	Attributes	Expected -meals	Actual- meals	Mean difference
Satisfaction	Quality of service	0.7	0.9	0.2
	Food price	0.33	0.62	0.29
	Cleanliness	0.5	0.61	0.11
	Waiting time	0.6	1	0.4
	Ambience of the facilities	0.55	1	0.45
	Responsiveness of front line employees	0.5	0.63	0.13
Dissatisfaction	Atmosphere	0.35	0.8	0.45
	Menu design and variety	0.7	0.83	0.13
	Food quality	0.4	0.58	0.18
	Convenience	0.58	0.5	- 0.08
	Place	0.67	0.55	- 0.12

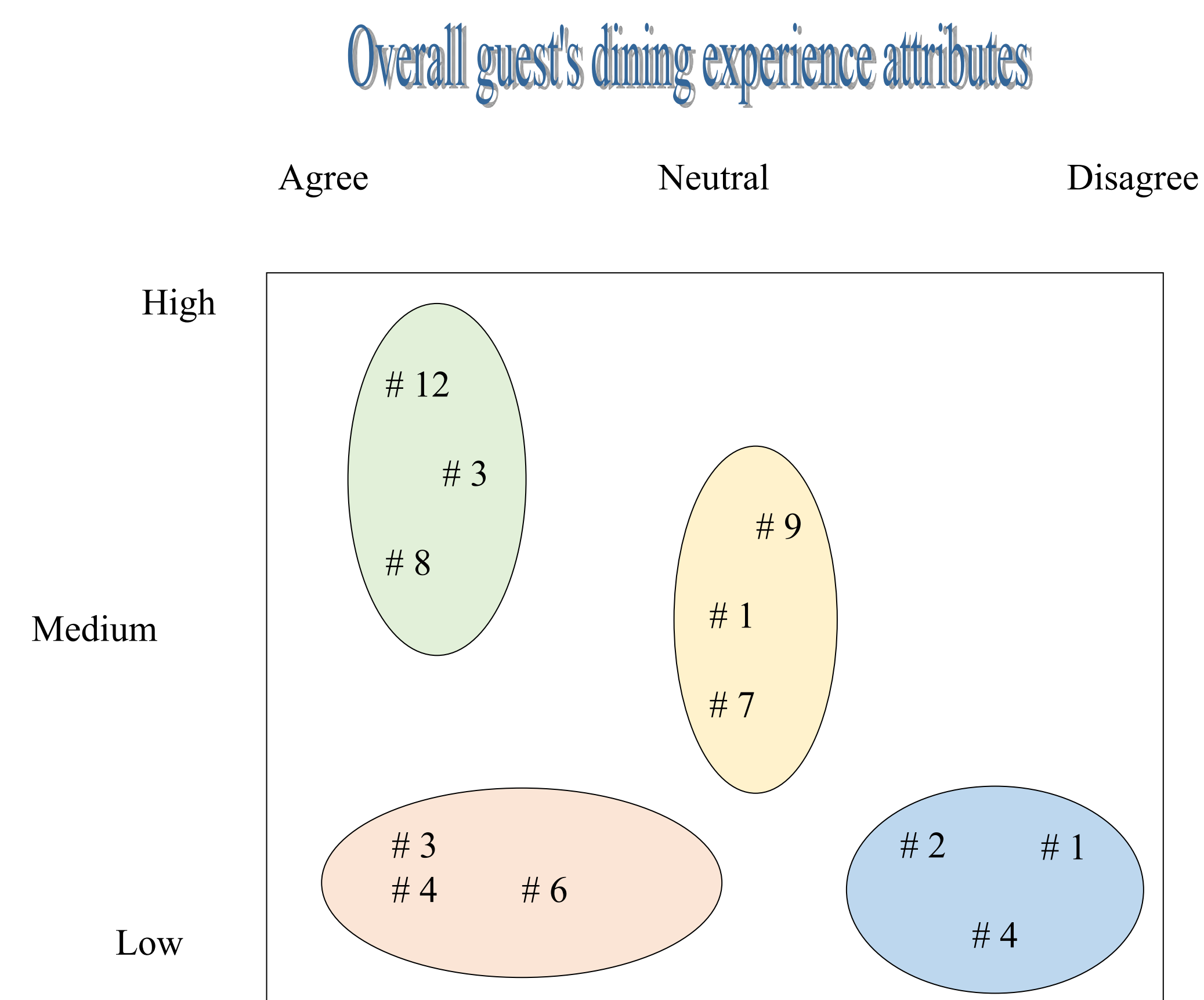
Level of purchase retention

RESULTS

Table 1: Summary of demographic data

Demographics	Features	Values (in percent.)
Gender	Female	56.7
	Male	43.3
Marital Status	Married	63.33
Nationality	Japanese	60.0
Age Category	31 - 40	33.33
	41 - 50	66.67
Monthly Income	800 - 900	25.0
	950 - >1000	25.0
Employment category	Management	36.67
	Other	63.33

Table 3: Cross - tabulation of interview responses



Numbers refer to interviewees

Table 4: Summary the results of hypotheses testing

Hypotheses	Results
Ha1 There is difference between expected-meals and actual-meals in term of quality of service.	Reject null hypothesis
Ha2 There is difference between expected-meals and actual-meals in term of food quality.	Reject null hypothesis
Ha3 There is difference between expected-meals and actual-meals in term of food price.	Reject null hypothesis
Ha4 There is difference between expected-meals and actual-meals in term of place	Accept null hypothesis
Ha5 There is difference between expected-meals and actual-meals in term of cleanliness	Reject null hypothesis
Ha6 There is difference between expected-meals and actual-meals in term of convenience.	Accept null hypothesis
Ha7 There is difference between expected-meals and actual-meals in term of waiting time	Reject null hypothesis
Ha8 There is difference between expected-meals and actual-meals in term of ambience of the facilities	Reject null hypothesis
Ha9 There is difference between expected-meals and actual-meals in term of menu design and variety.	Reject null hypothesis
Ha10 There is difference between expected-meals and actual-meals in term of responsiveness of front line employees.	Reject null hypothesis
Ha11 There is difference between expected-meals and actual-meals in term of atmosphere	Reject null hypothesis
Ha12 There is a remarkable relationship between overall variables of guest's dining experience attributes and their - repeat purchase intention.	Reject null hypothesis

CONCLUSION

The research findings indicated that quality of service, food price, cleanliness, waiting time, ambience of the facilities, menu design and variety, food quality, responsiveness of front-line employees, and atmosphere contribute to customer satisfaction. These findings illustrated that there is a remarkable relationship between multiple variables of guest's dining experience and their repeat purchase intention.

REFERENCES

- Andale, S. S., and C. Conway (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing* 20 (1), 3-11.
- Bolton, Ruth N. (1998). A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider. *Marketing Science*, 17 (1), 45
- Cheng, K. (2005). A research on the determinants of consumers' repurchase toward different classes of restaurants in Taiwan. *Business Review* 4 (2), 99-105.
- Davis, M.N., & T.A.Vollmann (1990). A framework for relating waiting time and customer satisfaction in a service operation. *Journal of Services Marketing* 4 (1), 61-69.
- Ghobadian, A., Speller, S., & Jones, M. (1994). Service quality: Concepts and models. *International Journal of Quality and Reliability Management* 11(9), 43-66.
- Heelier, P.K., Geursan, G.M., Carr, R.A., Rickard, J.A. (2003). Customers repurchase intention: a general structural equation model. *European Journal of Marketing*, 37 (11), 1762-1800.
- Kivela, J., Inbakaran, R. and Reece, J. (1999) "Consumer research in the restaurant environment; part 1: A conceptual model of dining satisfaction and return patronage". *International Journal of Contemporary Hospitality Management*. Vol. 11 No. 5 pp. 205-222
- Wirtz, Jochen (1993). A Critical Review of Models in Consumer Satisfaction. *Asian Journal of Marketing*, Vol. 1, 721.
- Woodruff, Robert B., Ernest R. Cadotte and Roger L. Jenkins (1983). Modelling Consumer Satisfaction Processes Using Experience-Based Norms. *Journal of Marketing Research* 20 (August), 296-304.