



An Empirical Research on Factors influencing Customer Satisfaction and Behavioral Intention to Repurchase towards Fast Food Restaurant in Dhaka, Bangladesh.

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Abstract

The purpose of this research is to investigate the factors influencing customer satisfaction and behavioral intention to repurchase of customers towards KFC restaurant in Dhaka, Bangladesh. Empirical testing is conducted to deduce the result of this research. Data were collected from 450 respondents who have/had dining experience at KFC restaurant Dhaka, Bangladesh by using self-administered questionnaire. Multiple Linear regression (MLR) method was used for analysis and SPSS software was used to interpret the result. The researcher used judgement, quota, and convenience sampling to deduce the target population and location. It was revealed from the study that service quality in terms of tangible, reliability, responsiveness, assurance, and empathy has no significant influence on customer satisfaction. Perceived value in terms of hedonic and utilitarian value, price, food quality, physical environment quality has significant influence on customer satisfaction. Utilitarian value is a better predictor of customer satisfaction because of high beta value. Price, customer satisfaction and perceived value has significant influence on behavioral intention to repurchase. Customer satisfaction is a better predictor of behavioral intention to repurchase because of high beta value.

Keywords-KFC; Bangladesh; Restaurant industry; Service Quality; Perceived value; Hedonic; Utilitarian; Price; Food Quality; Customer Satisfaction; Behavioral intention to repurchase

Introduction

In this era, behavioral intention to repurchase has been considered as a vital factor as it defines the implication of the future behavior of customers in term of using or withdrawing action towards an industry. This notion was supported by many scholars and researchers. Chen (2011) denoted behavioral intention to repurchase as final responses which are generated from customers knowledge regarding the quality of product or service influencing their future intentions. Colgate and Lang (2001) clarified behavioral intention to repurchase is deduced via a cognitive decision-making process to determine the future usage of product/service. The global fast-food restaurant market has grown over years. Consumers increase spending on luxuries such as dining out because of an increase in disposable income over the period. In addition, fast food operators during this period surpassed full-service restaurants as many consumers

preferred good lower-priced and convenient food options. The same is applicable for the Bangladeshi economy which gives rise to this research.

Therefore, the researcher targets the customer who have/had dining experience in KFC restaurant which is one of the leading international fast-food franchise restaurants in Bangladesh for the study.

Research Objectives: The purpose of this research is to investigate, examine and understand the factors influencing behavioral intention to repurchase of KFC restaurant in Dhaka, Bangladesh. Based on previous empirical studies, the researcher focuses on 7 variables and develop four hypotheses for this study. The dependent variable of this study is behavioral intention to repurchase and 6 independent variables such as price, service quality, food quality, physical environment quality, perceived value and 1 mediating variable



customer satisfaction. Therefore, the objective of this research is denoted as follows:

To examine the influence of service quality in terms of tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction of KFC restaurant

To investigate the influence of perceived value in terms of hedonic and utilitarian value on customer satisfaction of KFC restaurant

To analyze the influence of price, service quality, food quality, physical environment quality and perceived value on customer satisfaction of KFC restaurant

To test the influence of price, customer satisfaction and perceived value on behavioral intention to repurchase of KFC restaurant.

Literature Review

Behavioral Intentions to Repurchase: Zeithaml et al. (1996) referred future repurchase intention as being linked to a customer signal whether the customer wishes to participate or refrain from the product or service. Additionally, future behavioral intent was also defined by Ranaweera and Prabhu (2003) as the future inclination of customers to persist with or proceed the same product or service supplier.

Price: Price as a service factor for restaurants is a dual-dimensional parameter which is critically viewed as having two components: a monetary value and subjectively an established or non-monetary value specified by Han and Ryu (2009). Price also plays an important role in showing customer satisfaction because of its capacity to attract or repel clients according to Fornell (1996) along with Monroe (1990).

Service Quality: Zeithaml (1988) denoted that service quality in terms of the restaurant industry may be defined as the evaluation of customer's perception of the restaurant's service. On the other hand, service quality has been analyzed and associated with customer satisfaction and revisiting the restaurant as well as the achievement and benefit of restaurant business industry (Sureshchander et al., 2002). Parasuraman et al. (1988) described quality of service as the discrepancy between the perceptions of customers of services provided by a specific company and their expectations of companies providing such services

Food Quality: Lau et al. (2004) mentioned food quality is associated with three critical factors such as food

menu purity, flavor and options, and such things are the main determinant of customer enjoyment. Gilbert et al. (2004) reported that the main elements of attracting customers to revisit the restaurant are food quality and clean ingredients. Mattila (2001) investigated that quality of food is the restaurant's most influential determinant and the secret to determining revisit intentions.

Physical Environment Quality: Physical environment according to Lee and Jeong (2012) is classified as the environment that service providers have created, emphasizing on overall design, layout and decoration. Kotler (1973) comprehended the meaning of physical environment/ ambience to be same with the meaning of customer perceived five human senses such as hearing, sight, smell, touch, and taste in terms of the restaurant sector. Donovan et al. (1994) also insisted that atmosphere or physical environment is found to be the dispensable ingredient in restaurant sector due to the customer's sensation towards service industry which is correlated with consumers purchase intention.

Perceived Value: Based on Ryu et al. (2008)'s analysis, perceived value is denoted as the consumer's estimation of the perceived benefit from the quality of service and the charges paid for service acquisition. Moreover, Payne et al. (2001) explained that perceived value is the composition of product or service value, which retain consumer's assessment of receiving value. On the other hand, Monroe (1990) clarified that the perceived value is determined by the consumer's rationale based on its ability to be implemented as the customer approach and outcome.

Hedonic Value: A hedonic value is an emotional response and significantly influences customer enjoyment and satisfaction (Babin et al., 1994). In general, emotional feeling can be considered the most important variable in achieving customer satisfaction with service satisfaction mentioned by Turel et al., 2007.

Utilitarian Value

Babin et al. (1994) stated that utilitarian value is relevant to the specific, valuable and cost-effective functional attitude towards products or services. Also, utilitarian value represents behavioral consumption and clarifies as being functional or task oriented (Batra and Ahtola, 1990). Utilitarian value is combined with consumer's



emotional attitude and utilitarian elements are comfort, economic value, quick service and less money waste. (Ha and Jang, 2010).

Customer Satisfaction: Customer satisfaction can be defined as a perception and sensation of the customers in response to a favorable or unfavorable service they have encountered (Gilberat et al., 2004). According to Kotler (2000) described satisfaction for customers in terms of the restaurant industry is regarded as the perception of customers whether they are pleased with what develops from the dining experience.

Conceptual Framework and Hypothesis

In this conceptual framework, there are 5 independent variables such as service quality in terms of tangible, reliability, responsiveness, assurance, and empathy. price, food quality, physical environment quality and perceived value in terms of hedonic and utilitarian value. The mediating variable of the conceptual framework is customer satisfaction. Finally, the dependent variable of this study is behavioral intention to repurchase.

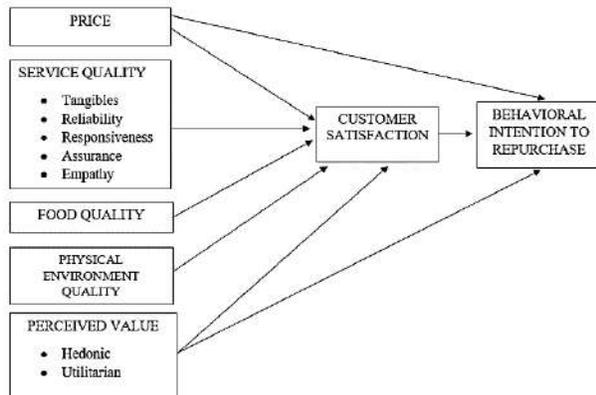


Figure 1: Conceptual Framework

Research Hypothesis

The hypothesis derived for this study are as follows:

H1: Service quality in terms of tangible, reliability, responsiveness, assurance, and empathy has no statistical influence on customer satisfaction.

H1a: Service quality in terms of tangible, reliability, responsiveness, assurance and empathy has a statistical influence on customer satisfaction.

H2o: Perceived value in terms of hedonic and utilitarian value has no significant influence on customer satisfaction.

H2a: Perceived value in terms of hedonic and utilitarian value has a significant influence on customer satisfaction.

For hypotheses 1 and 2, the researcher uses Figure 2 illustrated below to develop the hypotheses.

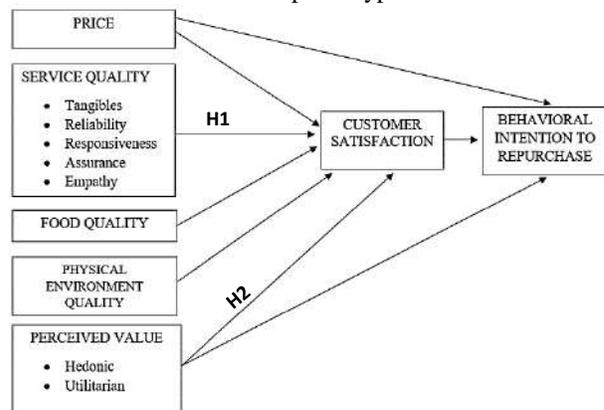


Figure 2: Conceptual Framework for Hypothesis 1 and 2

For hypotheses 3 and 4, the researcher uses Figure 3 illustrated below to develop the hypotheses.

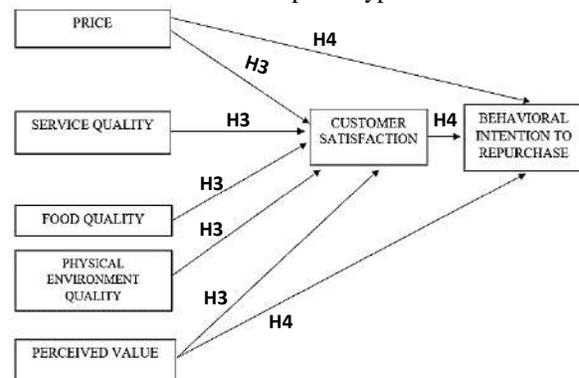


Figure 3: Conceptual Framework for Hypothesis 3 and 4

H3o: Price, Service quality, Food quality, Physical environment quality and Perceived value has no significant influence on customer satisfaction.

H3a: Price, Service quality, Food quality, Physical environment quality and Perceived value has a significant influence on customer satisfaction.



H4o: Price, Customer satisfaction and Perceived value has no significant influence on behavioral intention to repurchase.

H4a: Price, Customer satisfaction and Perceived value has a significant influence on behavioral intention to repurchase.

Research Methodology

Descriptive research is used in this research to demonstrate and examine the population traits. Besides descriptive research, the researcher intended to use convenience sampling to gather the population respondents who are readily available to survey to collect the data. The study uses a 5-point Likert Scale approach standardized self-administered questionnaire. 5-point Likert scale ranges from 5=Strongly Agree to 1=Strongly Disagree.

The target population defined in this research are Bangladeshi people who are of age 18 years and above, classified as adults including both male and female customers who have/had dining experience in KFC Dhaka. The data will be collected from 3 branches of Dhaka in Gulshan, Dhanmondi and Uttara. These 3 branches are chosen based on their location being denoted as the most crowded areas in Dhaka, Bangladesh. For this research, sample size is determined using references from previous studies. Based on the previous studies of this research, the researcher determines to collect 450 responses from respondents to attain a better result for this study.

In this research, the researcher applies non-probability sampling method to find out the sampling unit. Judgement sampling allows the researcher to collect the sample by self judgement. The researcher hence selects appropriate sample according to his/her own judgement to fulfill the requirements of this study.

In this research, researcher has designed the sample size of 450 respondents in selected 3 branches of KFC restaurant. Sample size for each location was 150 respondents ($450/3=150$). The following population were chosen based on the following traits of the commoners using quota sampling.

Pretest was conducted to deduce the reliability of the questionnaire Burns and Bush (2014) clearly described

that there may be between 50-100 respondents setting up a specific number of respondents for a pre-test. The researcher therefore collects data from 53 respondents for pretesting in Dhaka during the first week of October 2019.

The researcher tests the reliability of question for all the seven variables of this study that includes price, service quality, food quality, physical environment quality, perceived value, customer satisfaction and behavioral intention. According to Sekaran and Bougie (2013), all questionnaires are consistent and reliable to apply as the research questions of the study when the reliability value for each variable is more than 0.60. Thus, the researcher applied Cronbach's Coefficient Alpha test (α -test) to the data obtained after distributing the questionnaires to 53 respondents, aiming to test the reliability of the questions of each variable. All the variables have Cronbach's Coefficient (α) value greater than 0.60 meaning the questionnaire is reliable to be applied.

The researcher applies Descriptive Analysis. Boeree (2005) denoted descriptive analysis as methods used for the summarization of numeric and statistical information. Multiple Linear Regression Analysis (MLR) is used by the researcher to check the relationship and discrepancy between the hypotheses and their variables.

Results

Result of Demographic Analysis: The demographic factors analyzed in this study illustrated that out of 450 respondents, 60.7% of the respondents are male and 39.3% female respectively. Highest age-group of respondents dining in KFC restaurant Dhaka, Bangladesh is equivalent to 78.2% of the respondents aged between 20-30 years old. In addition, 66.9% of the respondents were full time students acquiring highest percentage in terms of occupation variable. Furthermore, the respondents having the highest percentage of monthly income levels to be classified as diners in KFC restaurant in Dhaka, Bangladesh equaled to 54.7% which summed up to less than 10,000BDT. Finally, based on the analysis of education level parameter, it is discovered that 48.8% of the respondents acquiring a bachelor's degree are the most frequent diners in KFC restaurant in Bangladesh.



Table 1: Results of mean of Independent and Dependent Variables

Variable	Question	Mean
Tangibles	The restaurant has clean dining areas.	3.92
	The restaurant has comfortable dining areas.	3.75
	The employees are all well-dressed.	4.02
	There is seating availability.	3.90
	The restaurant has adequate availability of sauces, salt, napkins, wet-naps and cutlery.	3.91
	The restaurant has easily readable menu.	4.06
	The restaurant has clean dining equipment.	3.62
	The restaurant has elegant dining equipment.	3.67
Reliability	The speed of the restaurant service is as fast as promised.	3.47
	The restaurant is sympathetic.	3.28
	The restaurant focuses on accuracy of customer's order.	3.74
	The restaurant does quick corrections to anything that is wrong.	3.56
	The restaurant focuses on dependability	3.44
	The restaurant focuses on consistency	3.43
Responsiveness	During the rush hours, extra employees are provided to the restaurant to help maintain speed of service.	3.52
	During the rush hours, extra employees are provided to the restaurant to help maintain quality of service.	3.37
	The restaurant provides prompt and quick service.	3.40
	Employees are willing to help and handle customers' special requests.	3.59
	Restaurant informs exact service time.	3.26
Assurance	Customers feel safe for financial transactions such as credit card billing.	3.90
	Employees have knowledge to answer customer questions.	3.65
	Employees are consistently courteous.	3.45
	I feel comfortable in dealing with this restaurant.	3.99
	I feel confident in dealing with this restaurant.	3.76
Empathy	Employees are sensitive and anticipate individual customer needs and wants rather than always relying on policies and procedures.	3.45
	Employees have the ability to make customers feel special.	3.55
	Employees are sympathetic if something is wrong.	3.69
	Employees have customers' best interests at heart.	3.52
Price	Restaurant offers fair price according to the menu served.	3.47
	The price of food is affordable.	3.31
	The price of the restaurant is competitive.	3.53
	The restaurant offers discount price for students	3.41
Food Quality	Food is delicious	3.88
	Food is nutritious and fresh	3.65
	The restaurant provides variety of food	3.71
	The restaurant provides variety of beverages	3.64
	Food presentation was visually attractive	3.60
Food is served at appropriate temperature	3.64	



	Restaurant offers healthy food option	3.51
Physical Environment Quality	The restaurant has visually attractive building exteriors	3.82
	The restaurant has visually attractive parking areas	3.45
	The restaurant has a visually attractive dining area that is comfortable and easy to move around within	3.77
	The restaurant has appropriate music in keeping with its atmosphere.	3.59
	The restaurant has appropriate lighting in keeping with its atmosphere.	3.59
	Restaurant has clean restrooms.	3.56
Hedonic Value	The interior design of the chain restaurant was pleasing to me	3.62
	The music played in the chain restaurant entertained me	3.59
	The restaurant's mood felt fascinating to me	3.58
	The restaurant's layout and "look" were fun to me	3.51
	I prefer eating out at this chain restaurant, because it's a wonderful place that gives me a good feeling	3.47
	Eating out at this restaurant is fun and pleasant	3.68
Utilitarian Value	I liked the restaurant's healthy food options (such as a low-fat menu)	3.42
	Eating out in a fast-food chain restaurant was convenient	3.56
	The food I had was tasty and for this restaurant I enjoyed dining experience at the restaurant.	3.76
	I like the variety of menu choices in the restaurant	3.88
	The food presentation is neat	3.75
	The service justifies good value addition for the cost paid for.	3.61
	The food portion was enough to satisfy my hunger	3.73
Customer Satisfaction	I am satisfied with the service at this restaurant	3.69
	The restaurant always comes up to my expectations	3.55
	My experiences with the restaurant are excellent	3.55
	Overall, this restaurant puts me in a good mood	3.56
Behavioral Intention to Repurchase	I would like to come back to this restaurant in the future	3.69
	I would recommend this restaurant to my friends or others	3.75
	I would say positive things about this restaurant to others	3.62
	I would encourage others to visit this restaurant	3.43

Table 2: Results of Hypothesis Testing

Hypotheses	Statistical Analysis	Level of Significance	Standardized Coefficient Beta Values	Results
H1o: Service quality in terms of tangible, reliability, responsiveness, assurance and empathy has no significant relationship with customer satisfaction.	Multiple Linear Regression			
Tangibles		0.149	0.119	Failed to reject H1o
Reliability		0.764	-0.029	Failed to reject H1o
Responsiveness		0.084	0.098	Failed to reject H1o
Assurance		0.314	0.049	Failed to reject H1o



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Empathy		0.747	0.051	Failed to reject H1o
H2o: Perceived value in terms of hedonic and utilitarian value has no significant relationship with customer satisfaction. Hedonic Value Utilitarian Value	Multiple Linear Regression	.005 .000	0.126 0.607	H2o is rejected H2o is rejected
H3o: Price, Service quality, Food quality, Physical environment quality and Perceived value has no significant relationship with customer satisfaction. -Price -Service Quality -Food Quality -Physical Environment Quality -Perceived Value	Multiple Linear Regression	0.007 0.161 0.016 0.006 0.000	0.091 0.126 -0.127 0.149 0.573	H3o is rejected Failed to reject H3o H3o is rejected H3o is rejected H3o is rejected
H4o: Price, Customer satisfaction and Perceived value has no significant relationship with behavioral intention. -Price -Customer Satisfaction -Perceived Value	Multiple Linear Regression	0.000 0.000 0.000	0.152 0.305 0.279	H4o is rejected H4o is rejected H4o is rejected

Discussion and Conclusion

According to the results of hypothesis 1 testing the influence of service quality influence in terms of tangible, reliability, responsiveness, assurance and empathy on customer satisfaction, the results indicated that service quality in terms of tangible, reliability, responsiveness, assurance and empathy has no significant influence on customer satisfaction in contrast to other findings of relevant research in the restaurant industry conducted by many researchers which denoted the statistical influence of service quality on customer satisfaction. However, few researchers from Bangladesh and Malaysia have illustrated that service quality has no significant influence on customer satisfaction.

Rahman et al. (2017) conceptualized in their research of “The effects of customer expectation, perceived service quality, and customer satisfaction on customer loyalty towards customer of KFC restaurant Dhaka” stated that perceived service quality in terms of tangible, reliability, responsiveness, assurance and empathy has no significant influence on customer satisfaction.

Additionally, Qin and Prybutok (2017) emphasized in their research of “Determinants of Customer-Perceived Service Quality in Fast-Food Restaurants and Their relationship to Customer Satisfaction and Behavioral Intentions” that there is no significant relationship between service quality and customer satisfaction. More than service quality, customers prioritized other variables such as price, food quality, physical environment quality and perceived value as all of these variables illustrated to show relationship with customer satisfaction at significance level less than 0.05 illustrating significance of the result at 95% confidence level. Factors that account for non-influence of service quality on customer satisfaction include technology-based food apps such as Food Panda, Uber eats provide good food and price discounts which tend to be more favorable for Bangladeshi customers than dining in KFC outlets.

Global brand recognition especially brand name “KFC” encourage customers to dine at KFC compared to service quality dimensions Homogenous service by new startups: Service quality provided by other international chains and new startup restaurants in the restaurant industry is homogenous in nature meaning it is very difficult for people to distinguish which restaurant provides good service because every restaurant is providing the same basic service to satisfy customers.

For hypothesis 2, Beautiful design and layout of outlets, music played to create a happy mood, making the customer happy and satisfied during dining was the main objective of hedonic value having significant influence on customer satisfaction. For Utilitarian value having significant influence on customer satisfaction, customers understood that KFC adds value to their dining experience meaning costs paid justified the benefits received such as a good food portion, overall dining experience.

For Hypothesis 3, price had significant influence on customer satisfaction because price of KFC food is justified according to the menu it serves being an international chain which makes customer satisfied at present but price is not considered to be affordable compared to local restaurants offering budget friendly meal towards price sensitive customers, especially the students. Food quality influences customer satisfaction. Food of KFC is delicious which made customers satisfied. However (β) value of -0.127 showed that customers were not happy about the food quality mainly because KFC food is regarded as “Junk Food”. KFC should understand customers are becoming more health conscious and they prefer healthy food in contrast to these junk-food. Overall store interior and exterior were quite well decorated which made customers dining experience enjoyable as they could take nice pictures, chat in a nice ambience influencing their satisfaction levels. However, parking areas were not visually appealing and there is always lack of parking space which was a major concern for customers. Perceived value also influenced customer satisfaction as customer received high quality of perceived value for dining in KFC. Service quality did not influence customer satisfaction for customers dining at KFC, other relevant attributes were deemed to be much crucial for customers.

For hypothesis 4, price, customer satisfaction and perceived value in the above hypotheses has been proven to be the most influential factor towards customer satisfaction and behavioral intention to repurchase as well.

Recommendation: The researcher recommends the management of KFC restaurant to be proactive about the future changes and closely monitor the dimensions of service quality to ensure future behavioral intention to repurchase of customers. The use of a service blueprint to guide both customers and employees through the service touchpoints



efficiently is recommended. Management can improve those variables which are deemed to be important elements leading to value addition for price sensitive customers such as price, food quality, physical environment quality by differentiating themselves more in comparison to other international rivals of the same industry.

Further Study: for future studies, the researcher can take into consideration the impact of other variables apart from these variables studied in this research such as brand image, consumer well-being perception, word-of-mouth etc. The results derived from only 3 areas cannot be used to denote results for the whole capital city in which there are more KFC outlets. The results may differ considering other outlets inside and outside of the capital city so future research can be done considering these other outlets as well. Furthermore, there is a scope to conduct further studies in different nationalities where the impact of the variables influencing customer satisfaction levels and behavioral intention may differ also because of different race, nationality, cultural backgrounds, religion, societal norms etc.

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