# Customer Satisfaction and Revisit Intention towards Fast Food Restaurants in Sri Lanka

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## ABSTRACT

This study aimed at examining factors that effect of food taste, food quality, service quality, perceived price, responsiveness, restaurant environment on customer satisfaction and revisit intention. Data were collected through a structured questionnaire survey of fast food restaurant customers in a selected metropolitan area from Colombo district and students from University of Sri Jayewardenepura. The data were analyzed using SPSS 21.0 and R Studio 3.5.1 software. The study has found that food quality and perceived price are the important antecedents of restaurant customer satisfaction. Further, the results clearly showed a significant role of customer satisfaction on revisit intention and crucial impact of perceived price on customer satisfaction. In addition, revisit intention towards the fast food restaurant is directly influenced by food tastes. This study collected data from two selected groups; students from University of Sri Jayewardenepura and one metropolitan area, and data has analyzed further based on demographic characteristics further to confirm the results. Therefore, this study provides valuable insight to restaurant managers on attracting, retaining and satisfying their customers.

*Keywords--* Revisit Intention, Customer Satisfaction, Perceived Price, Fast Food Restaurants

## I. INTRODUCTION

The food consumption habits vary from time to time, among ethnic groups living in the country. And also their culture, job category, income level, preference, and taste are other factors affecting food consumption. Early days most of the Asian people including Sri Lankans are usually preparing foods at their homes. Now a day, it is clear that because of growing knowledge, adoption of western culture, busy lifestyles and looking for more relaxation bring a big change in food consumption pattern among Sri Lankan people who particular lives in urban area. On the other hand, with globalization, food systems are varying around the world and it is resulting in greater availability and diversity of foods. Further it has embraced somewhat equal food consumption patterns without many cultural differences through world famous fast food channels. There is also a universal trend that food that requires minimum preparation time has a higher demand in the context of rising incomes, increasing labour force participation of women, changing working hours, mode of socializing, distribution network, promotion strategies and congested urban lifestyles. Therefore, past food plays a key role among people in their food choices. There are many multinational fast food outlets like; KFC, McDonalds, Pizza Hut and Burger King and also there is a significant growing trend around the world and also in Sri Lanka such as Domino's, Bread Talk, Red berry's, The Fab, etc.

### Identification of the Research Problem

Customer satisfaction is vital for any business organization to retain its customers around it. It is the degree to which customers perceive that they received products and services that are worth more than the price they paid (White's (1996). Research on customer satisfaction and revisit intention has been done by some scholars and they revealed that consumers' satisfaction is an excellent predictor of repurchase intention (Jang and Feng, 2007; Petrick et al. (2001). Donovan and Rossiter (1982) found that food quality and service quality have positive influence on customer satisfaction and revisit intention. Heung and Gu (2012) and Ryu et al. (2008) suggested that environment has a relationship with customer satisfaction. Liu and Jang (2009) indicated that perceived price has a significant influence on satisfaction and revisit intention. Some studies have been conducted on customer satisfaction and revisit intention of fast food restaurant and hotel industry in several countries in the world. However, few researches have been examined the customer satisfaction in fast food outlets, in the Sri Lankan context. Although the importance of customer satisfaction, perceived price, quality, service and environment have been emphasized in the previous literature, few research efforts have incorporated these constructs into a single framework that provides a clear understanding of the formation revisit intentions in the fast food restaurant. Therefore, this research attempts to investigate impact of customer satisfaction on revisit intention in fast food outlets in Sri Lanka and impact of food taste, food quality, perceived price, responsiveness, service quality and environment on customer satisfaction in so called outlets.

## II.     LITERATURE REVIEW

In a competitive environment, fast food restaurants have to focus on maintaining customer satisfaction in order to compete and survive in the industry. Success and survival of restaurant in the industry depends on its performance and also its customers' perspectives. Most of the loyal customers choose to revisit or repurchase in the future, if they satisfied and in which it leads to success and business survive in a competitive environment. Therefore, the impact of food taste, food quality, service quality, perceived price, responsiveness, environment on customer satisfaction and revisit intention are crucial and is examined in this study in the context of fast food restaurant industry. Some researchers have revealed factors that stimulus customers' satisfaction as waiting time, quality of service, responsiveness of employees, menu variety, food prices, food quality, food consistency, ambience of the facilities and convenience (Inglesias and Guillen, 2004; Andaleeb et al., 2006). The following section is focused on related literature on customer satisfaction, revisit intention and its constructs.

### Food Quality

Law et al. (2004) examined the relationship between factors impacting customer satisfaction. They concluded that food quality and variety of foods offered by the fast food outliers are important elements of customer satisfaction. Zeithaml and Bitner (1996) indicated that product quality and price as some of the elements of customer satisfaction. Grunert (2005) and Rohr et al. (2005) showed that food perception and food choice decisions of the customers depend on food quality. Sulek et al. (2004) and Vangvanitchyakorn (2000) found that quality of food as the most important factor in consumer's assessment on different categories of restaurants. Peri (2006) revealed that food quality is an important element in order to fulfill the customer's needs and satisfaction. Shaharudin et al. (2011) and Namkung and Jang (2007) identified food quality as an important attribute of customer satisfaction. Based on these findings, the following hypothesis was developed for this study.

**H1:** *Food quality has positive direct effect on customer satisfaction*

### Revisit Intention and Satisfaction

According to Baker and Crompton (2000) the major antecedent of revisit intention is the level of satisfaction as it will the main cause of customer to return the same place again. Miguel et al. (2007), Anderson and Sullivan (1993), Kandampully and Suhartanto (2000) and Cronin and Taylor (1992) reported that positive relationship between customer satisfactions and repurchase intention in the service industry. Ryu and Jang (2008), Caruana (2002) and Wu (2011) revealed that the positive relationship between customer satisfactions and revisit intentions. Oh (2000)

indicated that customer satisfaction is a main predictor as the revisit intention. In line with these findings, this study proposed and tested the following hypothesis.

**H2:** *Satisfaction has positive indirect effect on revisit intention*

### Restaurants Environment

Fast food restaurants are making an effort to provide quality food and high quality services and also a favorable restaurant environment in order to gain competitive advantages (Yeoh, 2008). Soriano (2002) also indicated that most of the customers are expecting to visit fast food outlets with desirable environment. Horng et al. (2013) pointed out that at present, customer satisfaction is possible to enhance by providing enjoyable and comfortable dining space. Further they revealed that food quality as well as restaurant environment is an important element of customer satisfaction. Turley and Milliman (2000) showed that better dining environment is motivation for customers to stimulate buying habit. Based on these findings, the following hypothesis was formulated. Large number of scholars has indicated that environment of the restaurant has a significant influenced on customer satisfaction (Mattila 2001, Brady and Cronin (2001) and Han et al. (2009)

**H3:** *Service Environment has positive direct effect on customer satisfaction*

### Service Quality and Responsiveness

Dabholkar et al. (2000) indicated that most of the restaurant staff tries to provide high quality service to their customers to survive in the competitive market. Ghobadian et al (1994) considered service quality as the most attractive construct and key determinant as customer satisfaction. Storbacka and Lehtinen (2001) found that direct relationship between service quality and customer satisfaction. Kim et al. (2009), Wakefield and Blodgett (1999) and Um et al (2006) indicated that service quality is a significant contributor to determine customer satisfaction and revisit intention. Zeithaml and Bitner (1996) revealed that better service quality attracts more customers and it helps to retain their current customers. Similarly, Yu (2002) found that higher service quality supports to make highly satisfied customers and in turn, satisfied customers more likely to increase the repurchase behavior. Based on these findings, the following hypothesis was developed for this study.

Malik et al. (2013) examined customers' perceptions of the service quality of restaurants using five dimensions: Food quality, tangibles, staff, convenience and tips. Similarly, Surapranata and Iskandar (2013) tested the service quality of a family restaurant using the SERVQUAL measurements: tangibles, reliability, responsiveness, assurance and empathy. Akroush et al. (2013) identified a model of internal marketing and internal service quality using

reliability, assurance, empathy and responsiveness. Tat et al. (2011) investigated the effect of service quality on students' satisfaction in fast-food restaurants at a university by employing six dimensions; tangibility, responsiveness, empathy, reliability, assurance and customer-perceived service quality.

**H4:** *Service quality has positive direct effect on customer satisfaction*

**H5:** *Responsiveness has positive direct effect on customer satisfaction*

### Food Taste and Perceived Price

Ryu et al. (2012) considered taste of food, foods' freshness and food temperature as important attributes of customer satisfaction. Cardello et al. (2000) investigate two groups of variables in the food context: behavioral and attitude. Behavioral variables include selection, purchase, and consumption. Attitude variables include liking or disliking the food, the food being tasty or not, tendency toward food consumption, and repurchasing the food. Thus, the following hypotheses were developed for this study. Kim et al. (2009) investigated five factors which influenced revisit intention as food quality, service quality, atmosphere, price and value, and convenience Xiangbin et al. (2015) revealed that food quality is possible to enhance by working on food taste, food variety, visual appeal and food nutrition. They found that food quality, price and value, service quality, and atmosphere are the antecedents of restaurant customers' revisit intention.

**H6:** *Food Taste has positive direct effect on Customer Satisfaction*

**H7:** *Perceived price has positive direct effect on Customer Satisfaction*

**H8:** *Food Taste has positive direct effect on Revisit Intention*

**H9:** *Perceived price has positive direct effect on Revisit Intention*

The proposed hypotheses were presented in Figure 1. The model was developed based on an in-depth review of the existing literature. Food taste, food quality, service quality, perceived price, responsiveness, restaurant environment and customer satisfaction were integrated into the model to explain the revisit intention.

## III. SAMPLE AND METHODOLOGY

This paper examines the effect of food taste, food quality, service quality, perceived price, and environment on revisit intention mediating by customer satisfaction. A structured survey questionnaire with three parts had been used with specific questions in order to measure the responses of the construct related to customer satisfaction and revisit intention. Part A, B and C of the questionnaire include of the respondent's demographic profile, general information and construct measurement, respectively. All constructs in part C were measured via a 7-point, Likert-scale, ranging from extremely disagree (1) to extremely agree (7). We used R version 3.5.1 and Latent Variable Model (lavaan' version 0.6-3) for data analysis. This software is user friendly, flexible and free software package. Thus it is easy to use for the analysis of social research as indicated by Mallika Appuhamilage and Torii (2019).

Qin and Prybutok (2008) suggested that respondent from college student would not be a good representative of groups of consumers and may not be generalized to different circumstances. Therefore, for the survey we have chosen two focus groups; ne from students of Management faculty at University of Sri Jayewardenepura (USJP) and other group from outside (young generations' age between 18 - 35 years old). We selected 250 respondents from outside the university and 200 second year management undergraduate from the Faculty of Management Studies and Commerce (FMSC). Students of the FMSC at USJP are taken as population of the study.
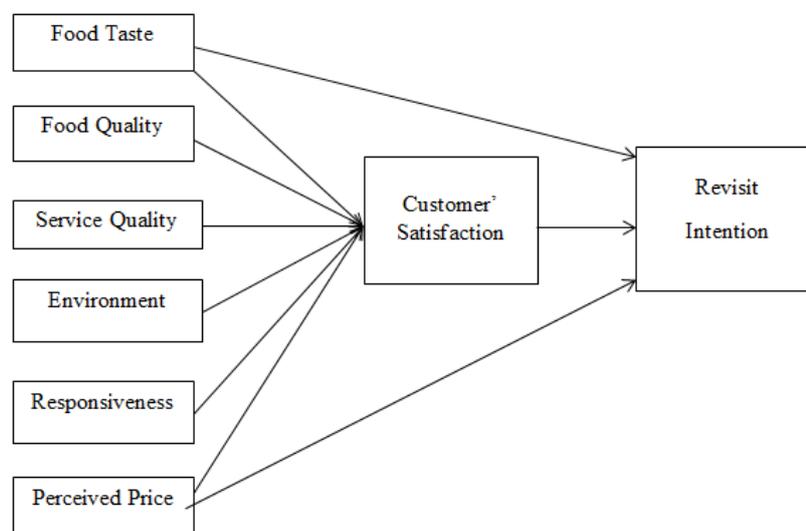


**Figure 1:** Proposed Conceptual Framework

The FMSC is the largest faculty in terms of students among the university system in Sri Lanka. Outside 250 respondents were chosen from restaurants located in the busy town area of a metropolitan city, Maharagama in Colombo district. Only respondent outside the university who agreed to participate in the survey and below 35 years old were given the questionnaire. A total of 250 survey questionnaires were delivered and 220 complete questionnaires were selected for the analysis. A total of 200 second year students were selected randomly and survey questionnaires were delivered via Google form. From these, 142 complete questionnaires were used for the analysis. After eliminating the unusable responses and incomplete responses, total 362 responses were coded for data analysis, resulting in a response rate of about 80 percent.

A pilot test was conducted with 30 respondents from the second year students of the Management Faculty in USJP. The result verified that the value of Cronbach's alpha for all of the constructs was greater than 0.90, indicating that all the constructs' reliability is at acceptable level (Nunnally, 1978). The survey questionnaire was finalized and distributed.

Descriptive statistics for the sample in Table 1 for this study indicated that about 37 percent were male and 63 percent female. Looking at the purpose of visiting restaurant, the biggest portion was at snack (tea) time (63%), while 13% only visit for the breakfast. Looking into their expenditure for dining out, the biggest spends less than Rs. 2000 per month (81%), followed by above Rs. 2000 (19%).

**Table 1:** Demographic Characteristics of the Sample

| Variable | | Frequency | Percent |
|---|---|---|---|
| University Students | Male | 33 | 23 |
| | Female | 109 | 77 |
| Outside | Male | 101 | 46 |
| | Female | 119 | 54 |
| **Together** | **Male** | **134** | **37** |
| | **Female** | **228** | **63** |
| Visiting Purpose | | | |
| Breakfast | | 46 | 13 |
| Lunch | | 87 | 24 |
| Snack (Tea Time) | | 229 | 63 |
| Dinner | | 00 | 00 |
| Spending Pattern (Monthly) | | | |
| Less than Rs.999 | | 243 | 67 |
| Rs. 1,000 – Rs.1,999 | | 48 | 14 |
| Rs. 2,000 – Rs.2,999 | | 27 | 07 |
| Rs. 3,000 and above | | 44 | 12 |

*Source: Adapted from data analysis results*

In order to make sure that the indicators of this study are in line with the selected constructs, Factor Analysis is employed. The third section in the questionnaire contained eight variables including Food taste, food quality, service quality, perceived price, responsiveness, restaurant environment, customer satisfaction and revisit intention. Results of the Factor analysis was shown that for all indicators factor loadings values are greater than 0.8. Cronbach's Alpha score of all construct are higher than 0.9 which indicates that they are at their acceptable level (Table 2). A KMO Test measures sampling adequacy for each variable in the model. If the value for the KMO test is greater than 0.50 then factor analysis can be done for the same data set. It should also be significant at 5% level i.e. p value should be lesser than 0.05. According to Table 2 it can be noticed that the KMO measures for all constructs are greater than 0.5 which means that the variables are suitable for factor analysis. It is also significant at 5% level because p value is 0.000 which is lesser than 0.05.

**Table 2:** Results of Factor analysis

| Indicators | Cronbach's Alpha | KMO- Bartlett's Test and (Probability) | |
|---|---|---|---|
| Food Taste | 0.935 | 0 .905 | 1774.089 (0.000) |
| Food Quality | 0.929 | 0 .900 | 1385.826 (0.000) |
| Service | 0.954 | 0 .938 | 2486.532 (0.000) |
| Environment | 0.942 | 0 .935 | 2161.397 (0.000) |
| Responsiveness | 0.932 | 0 .869 | 1847.710 (0.000) |
| Price | 0.906 | 0 .750 | 712.995 (0.000) |
| Revisit | 0.936 | 0 .893 | 1522.410 (0.000) |
| Satisfaction | 0.947 | 0 .911 | 1682.533 (0.000) |

*Source: Adapted from data analysis results*

**Results of the Confirmatory Factor Analysis (CFA)**

The model was estimated first and then we employed the structural path model to test the hypotheses. The data were fitted to a measurement model using SPSS 21.0 and R Studio 3.5.1 software to test the reliability, convergent validity and discriminant validity. The results reported in Table 3 indicate that data for the goodness of fit indices. The GFI, AGFI, TLI, CFI, RMSEA and RMSR values all are indicating a satisfactory level and hence the reliability of the model satisfy the minimum requirements (Table 3). According to Anderson and Gerbing (1988), construct validity was measured by using a confirmatory factor analysis (CFA) before the path analysis using the structural equation modeling (SEM). The mediating roles of satisfaction, perceived price and food taste were tested by examining the direct and indirect effects of these constructs' predictors on revisit intention.

**Table 3:** Result of the Goodness of Fit Indices for the Best Models

| Type of Model | Chi-Square | Probability | GFI | AGFI | TLI | CFI | RMSEA | RMSR |
|---|---|---|---|---|---|---|---|---|
| **Cur-off *** | | **>= 0.05** | **>= 0.9** | **>= 0.9** | **>= 0.9** | **>= 0.9** | **0.05 - 0.08** | **> 0.08** |
| Male | 261.852 | 0.000 | 0.818 | 0.762 | 0.942 | 0.950 | 0.066 | 0.042 |
| Female | 381.074 | 0.000 | 0.853 | 0.810 | 0.955 | 0.947 | 0.052 | 0.035 |
| Male+ Female | 713.412 | 0.000 | 0.862 | 0.831 | 0.950 | 0.944 | 0.061 | 0.033 |
| Outside Respondent only | 575.615 | 0.000 | 0.833 | 0.800 | 0.924 | 0.916 | 0.066 | 0.062 |
| University only | 341.597 | 0.000 | 0.812 | 0.755 | 0.964 | 0.957 | 0.059 | 0.034 |
| **Conclusion** | **Fit** | **Fit** | **Marginal** | **Marginal** | **Fit** | **Fit** | **Fit** | **Fit** |

* Li-tze Hu and Peter M. Bentler (1999)
*Source: Adapted from the results of data analysis*

## IV.    RESULTS OF STRUCTURAL MODEL ANALYSIS

SEM was employed to test the conceptualized model and the proposed hypotheses for this study. Upon comparison with the alternative model that included different paths and model fit indices indicate that the alternative model has shown better fit than the originally proposed model. Results of the best models are presented in Table 4 and the new model is presented in Figure 2 for whole sample with standard path coefficient. Table 4 presents the standardized path coefficients for five different models.

First, we used a large representative sample, from which results can be legitimately generalized to the wider population. Second, we controlled for a range of potentially important sub categories, including gender and source of respondent; i.e. university and outside. We reported results of the whole sample first in Table 4. As a result, from SEM, food quality construct was found directly influence customer satisfaction, supporting Hypotheses 1. The hypothesized relationship between perceived price and satisfaction (H 7) was supported by

the corresponding estimate of 0 .755 ($t = 9.613$, $p <$ .000). Moreover, this model reveals food taste to have an effect on revisit intention directly (H8). To further determine the effect of some variables on others, indirect effects were tested. The hypothesized impact between satisfaction and revisit intention (H2) was supported.

Next we have done our analyses by comparing the male and female sub-samples. As can be seen in Table 4, similar results were found in between these two sub-sample; i.e H2 and H7 were supported. Male as well as female respondents were highly concerned about price (H2) and revisit intention. It is depending on satisfaction

(H7). In addition to these, results indicated that positive significant impact on satisfaction from food taste among female respondents (H6) while food quality has a positive significant impact on satisfaction among male respondents (H1). Among female respondents, food taste has a significant direct impact on revisit intention (H8). Results regarding outside respondent, four hypotheses were supported; i.e. H4, H7, H2 and H8. Among university students, five hypotheses were supported; namely, H6, H7, H2, H8 and H9. As shown in Table 4 last column, all constructs which are selected for the analysis explained greater than 90% of its variance.

**Table 4:** The Final Results of the SEM Analysis

| Regressions | Coefficient (β) | z-value | P(>\|z\|) | Total Impact (Direct+ Indirect) |
|---|---|---|---|---|
| **Model 1- Whole Respondent (Male + Female)** | | | | |
| **Satisfaction** | | | | |
| Food Quality (Direct) | 0.243 | 3.924 | 0.000 | |
| Price (Direct) | 0.755 | 9.613 | 0.000 | 0.998 |
| **Revisit Intention** | | | | |
| Satisfaction (Indirect) | 0.873 | 14.243 | 0.000 | |
| Food Taste (Direct) | 0.110 | 2.108 | 0.035 | 0.983 |
| **Model 2- Female only** | | | | |
| **Satisfaction** | | | | |
| Food Taste (Direct) | 0.184 | 2.976 | 0.003 | |
| Price (Direct) | 0.809 | 9.433 | 0.000 | 0.993 |
| **Revisit Intention** | | | | |
| Satisfaction (Indirect) | 0.858 | 12.486 | 0.000 | |
| Food Taste (Direct) | 0.140 | 2.365 | 0.018 | 0.998 |
| **Model 3- Male only** | | | | |
| **Satisfaction** | | | | |
| Food Quality (Direct) | 0.317 | 2.181 | 0.029 | |
| Price (Direct) | 0.586 | 3.211 | 0.001 | 0.903 |
| **Revisit Intention** | | | | |
| Satisfaction (Indirect) | 0.950 | 9.848 | 0.000 | 0.950 |
| **Model 4- Outside Respondent only** | | | | |
| **Satisfaction** | | | | |
| Service Quality | 0.148 | 1.509 | 0.131 | |
| Price (Direct) | 0.787 | 5.285 | 0.000 | 0.935 |
| **Revisit Intention** | | | | |
| Satisfaction (Indirect) | 0.728 | 5.116 | 0.000 | |
| Food Taste (Direct) | 0.193 | 2.199 | 0.028 | 0.921 |
| **Model 5- University Respondent only** | | | | |
| **Satisfaction** | | | | |
| Food Taste (Direct) | 0.206 | 3.240 | 0.001 | |
| Price (Direct) | 0.791 | 9.098 | 0.000 | 0.997 |
| **Revisit Intention** | | | | |
| Satisfaction (Indirect) | 0.399 | 2.918 | 0.004 | |
| Price (Indirect) | 0.393 | 2.338 | 0.019 | |
| Food Taste (Direct) | 0.129 | 2.056 | 0.040 | 0.921 |

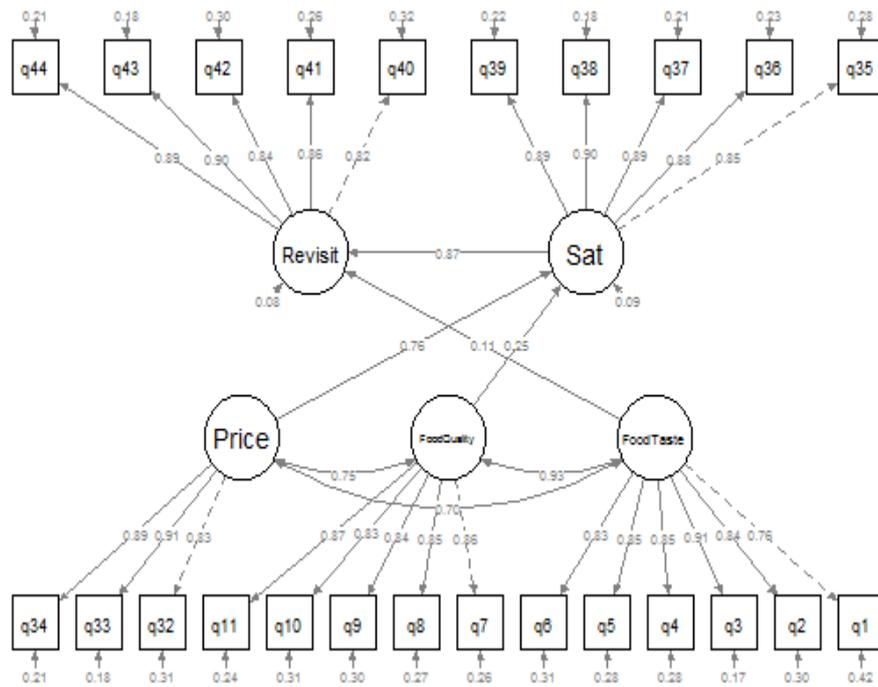***Source:*** *Adapted from data analysis results*

**Figure 2:** Results of the SEM Final Model 1

## V.      CONCLUSIONS

The present study was an attempt to identify the effect of food taste, food quality, service quality, perceived price, responsiveness, restaurant environment on customer satisfaction and revisit intention. The study has found that the direct positive effect from food quality and perceived price on customer satisfaction.

This study confirmed that the most influential construct on customer satisfaction in fast food restaurant in final models is perceived price and it has a direct effect of 0.755, 0.809, 0.586, 0.787 and 0.791 on customer satisfaction, respectively. This means that perceived price attributes appear to be the most important predictive factors for customer satisfaction. This finding is complements that of Jani D. and Han H. (2011). The total influence from all the antecedents over the customer satisfaction from five models is 0.998, 0.993, 0.903, 0.935 and 0.997, respectively. Revisit intention towards the fast food restaurant is directly influenced by food tastes and indirectly influenced by customer satisfaction in whole sample as well as sub samples. This finding supports the earlier studies done by Ryu et al. (2008) and Tat et al. (2011).

Outcomes from this study provide a number of practical implications for fast food restaurateurs. Mainly, in offering a reasonable price, restaurateurs can use comparative marketing strategies to attract more customers and also it is possible to create positive perception towards the restaurant's food prices as affordable and appropriate compared to other restaurants. Moreover, enhancing customer satisfaction and food taste, the restaurateur is able to make a higher customer commitment that will have an impact on the revisit intention towards the restaurant.

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