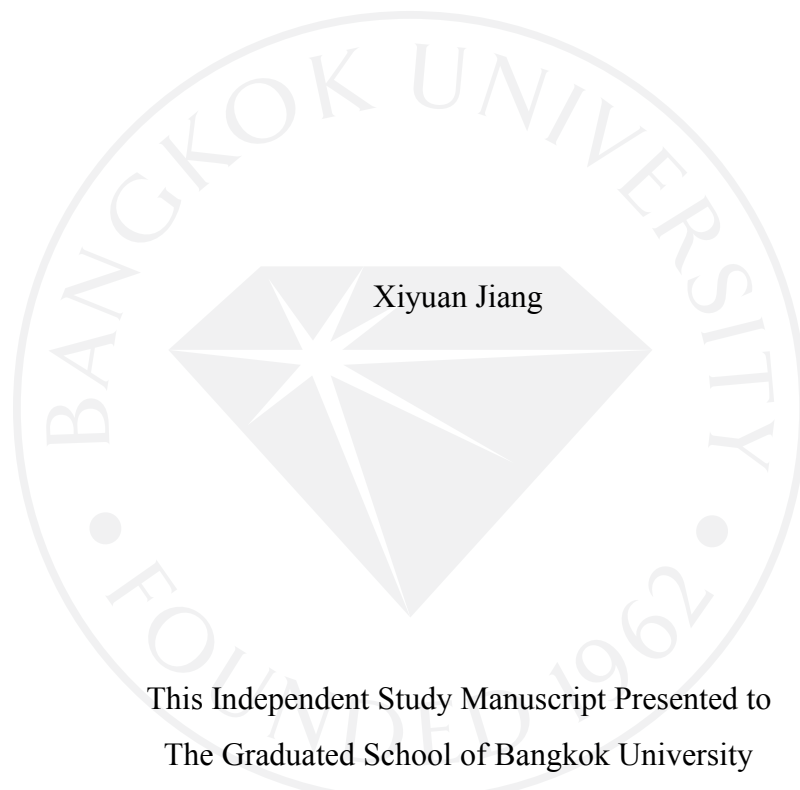


FACTORS AFFECTING CUSTOMER LOYALTY TO EAT AT “DIAN DOU DE”
RESTAURANTS OF THE CUSTOMERS IN GUANGZHOU OF CHINA



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The Graduated School of Bangkok University
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Master of Business Administration



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Factors Affecting Customer Loyalty to Eat at “Dian Dou De” Restaurants of the Customers in Guangzhou of China (121pp.)

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ABSTRACT

The purpose of this paper was to investigate factors affecting customer loyalty to eat at “Dian Dou De” restaurants of the customers in Guangzhou of China. Those independent factors were service quality, food quality, chefs’ image, restaurant environment, restaurant images, atmospheric factor, and food image. The total samples of 213 respondents were collected using the survey questionnaire college students who dined at “Dian Dou De” restaurants. The data were analyzed using Multiple Regression Analysis. The researcher concluded that most of the respondents were females with marriage status at the ages between 24 and 30 having bachelor’s degrees and receiving 2000-5000 yuan (or around 10,000 to 25,000 baht) per month. The researcher found that food image ($\beta = 0.690$), atmospheric factor ($\beta = 0.588$), service quality ($\beta = 0.492$), restaurant environment ($\beta = 0.412$) respectively accounted for 79.2% positively affecting customer loyalty of college students to eat at “Dian Dou De” restaurants in China with statistical significance at .01.

Keywords: Restaurant, Guangzhou, Customer Loyalty

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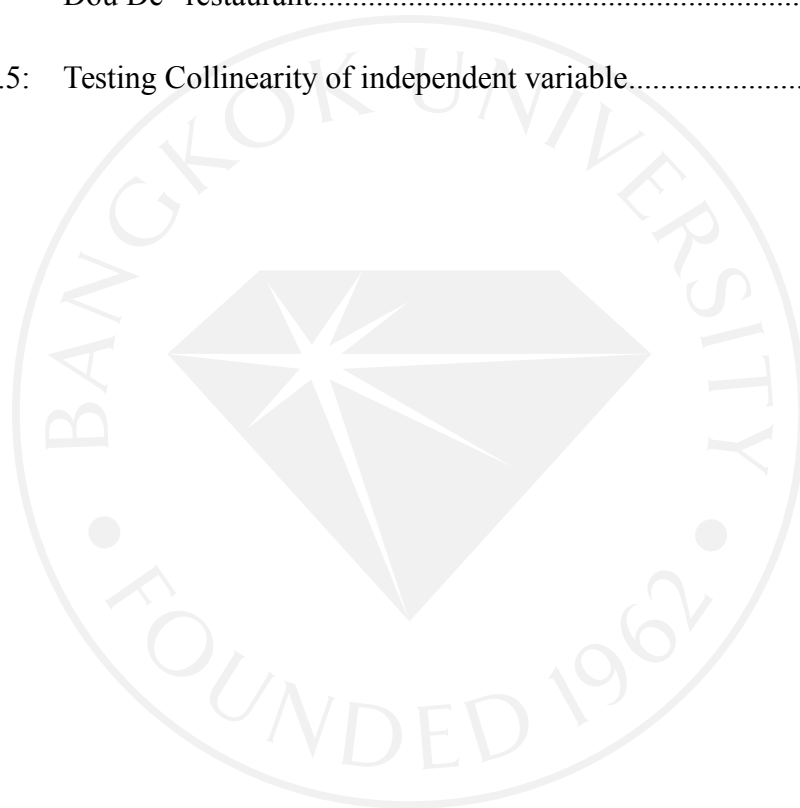
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Chinese people linked Chinese food to a long cultural history. Food was considered as cultural element as it was a practical element. Names of dishes had cultural nuances. Menus serve was considered to be communication tools between restaurants and their customers, representing the culinary philosophy of the chefs and proprietors involved (Chen, Ren, Liu, Okumus, & Bilgihan, 2020). In China, the number of eating out occasions or out-of-home (OH) meals increased, even though homemade meals were healthier than OH purchased meals (Zang et al., 2018). Moreover, in recent years, long working hours and fast-paced lifestyles emphasized an increase in dining out in China (Chen et al., 2020). According to a recent study by the Social Survey Center of China Youth Daily, over 60% of people in China dined out or ordered takeout food more than twice a week (Wang, 2018). The advantage of the country for OH meals of Chinese consumers was the growing market values for Chinese national food and beverage sales, which accounted for 10.8% of the total retail sales, or \$585.94 billion, in 2017 reported by Ministry of Commerce of the People's Republic of China Department of Trade in Services and Commercial Service (Chen et al., 2020). Nevertheless, the disadvantage of the country for OH meals of the Chinese consumers was poor diet quality of Chinese consumers. There was an

increase in energy, protein, carbohydrate, fat, and iron intake while eating OH meals for Chinese consumers (Zang et al., 2018), resulting in the reduced consumption of dietary fiber and vegetables, low nutrient density and poor diet quality. Therefore, eating out of home or OH meals for Chinese consumers was one of the main obesity-promoting behaviors. Overweight and obesity were linked with an increasing risk of several chronic diseases, including type 2 diabetes, hypertension, and cardiovascular disease (Hu et al., 2017). Then, although Chinese people linked Chinese food to a long cultural history, eating habits of Chinese consumers especially for the new generations changed from homemade meals to out-of-home (OH) meals. The out-of-home (OH) meals had both advantage and disadvantage for Chinese consumers.

Moreover, a study on the association between eating out and socio-demographic factors of university students in Chongqing of China reported that the frequency of eating out was relatively high. The frequency of eating out among females was higher than males during weekdays. The two main reasons for eating out were having an opportunity to meet friends and the improved diet. Bistros and hot-pot restaurants were customers' favorite places for eating out. Most of the participants demonstrated a high demand for nutrition and food safety knowledge when eating out (Hu et al., 2017). So, this study confirmed that although young Chinese consumers preferred OH meals, they had high demand for nutrition and food safety knowledge when eating out.

Guangzhou was the China's third-biggest city. The city had the Pearl River Delta along the South China Sea. Then, the city was considered as the China's most important trading ports with a colonial background and culturally diverse society. Moreover, the region's population increased to around 130 million now. Today, this capital of Guangdong province, formerly known as Canton, had many cutting-edge architecture and tasty Cantonese food. Guangzhou, was also one of China's tastiest cities and it was about to become official with the launch of a Michelin Guide to the city later this year. The highlight was the Huangsha Seafood Market, one of the biggest fish markets in southern China (Adams, 2018). Dian Dou De (Ju FuLou) was a Chinese and Asian cuisines with breakfast, lunch, dinner and brunch. It received the "ratings and reviews" of 4.5 out of 5 scale from 179 reviews from Tripadvisor (2019). It had a certificate of excellence 2016-2019 winner from the site. It was located at 470 Huifu East Road, Yuexiu District, Guangzhou, China (Tripadvisor, 2019). The researcher chose to conduct the research at "Dian Dou De" Restaurants in Guangzhou of China because the researcher lived in Guangzhou and wanted to explore factors affecting customer loyalty of eat at "Dian Dou De" restaurants of the customers in Guangzhou of China.

However, with the establishment and development of other brands, the restaurant industry was becoming more and more competitive, and the profit of catering enterprises was becoming lower. All catering enterprises in the same area, along with the comprehensive changes of the market, also derived: "the one who got

the customer got the world” market. In China, under the background of perfecting market economy, market competition and catering market were leading the basic situation of buyer’s market, while the customers required the catering enterprises to face up to their own capabilities and the insufficiency, and try to build up and maintain customer loyalty. The aim was to construct a unique competitive advantage, eventually keep the advantage position in the intense market, and seek the long-term development of the enterprise. Therefore, it was of great theoretical and practical significance to study and analyze the influential factors and evaluation system of customer loyalty in catering enterprises. This article made a survey on the Chinese restaurant enterprise customer loyalty through questionnaire survey and field observation method, regarding “Dian Dou De” Cantonese restaurants as the reference point. It aimed to expound the influential factors on customer loyalty in the food industry and the problem of customer loyalty that required to be improved. Meanwhile, it also aimed to attach great importance to the food industry in terms of the improvement to its service quality, food quality, dining environment and outstanding enterprise catering culture and so on, trying to improve enterprise profits and costs, and attract more customers to come to restaurants.

Food had many symbolic meanings. It not only expressed but also established the relationship between people and their environment, and the relationship between people and what they believed. Therefore, food was an important part of a society. Food consumed by one person alone was not a social good. However, when it was

used by a group of people together or eaten in a religious ceremony, the sociality of food was identified. In human society, food was a way for people to establish and express relationships between one and others. This relationship could exist among individuals, community members, religious groups, and ethnic groups. For instance, people ate dumplings to express the relationship between themselves and God in the Spring Festival in China, and they treated others with meals in order to make new friends or enhance established relationships. Cantonese breakfast was known for morning tea and lots of people talked about business and exchanged information while having morning tea together (Ma, 2015).

Different food conveyed different meanings among eaters and indicated the closeness of the relationship. In Chinese culture, the service of expensive and rare food showed the respect to the guests. A formal dinner included 4-6 cold dishes, 8-10 hot dishes, served with soup and fruits. A casual family dinner was made to serve close friends. Close friends or colleagues went to food stalls for dining and drinking. Eating a lunch box together was a normal work relationship, and intimate lovers would have candlelit dinner together (Ma, 2015).

Compared with other countries, Chinese people spent more time on cooking in average of 2-3 hours every day. Along with socioeconomic and income increased, the lifestyles of people continued to change. Especially in urban areas, people were unwilling to spend too much time on food preparation and cooking; therefore, the frequency of outside eating increased (Ma, 2015). Separate dining was common in

western culture, while in China's dining culture, whether dining at home or eating out, a grouped dining system was common in most situations.

1.2 SWOT Analysis

“Dian Dou De” was one of Guangdong's most famous restaurants and had several branches in Shenzhen. The restaurants specialized in traditional yum cha (or dim sum) delicacies, whose motto was “preserving old yum cha culture of Guangzhou”. In short, you should embrace the exceptional food and tea culture when you were in Guangdong. “Dian Dou De” would provide you with a great introduction to the culinary wonders of Guangdong (The Nanyan, 2018). “Tao Tao Ju” restaurants was famous for its unique architectural style, retired and quiet settings, traditional Cantonese food and high-quality service in Guangdong, Hong Kong, Macao and Southeast Asia. “Tao Tao Ju” restaurant enabled you to taste the most authentic Cantonese cuisine (Guangzhou Travel Guide, 2019). “Guangzhou” restaurants was a famous restaurants located in Liwan District, Guangzhou City, Guangdong Province. Its main store was located at the intersection of Wenchang South Road and Shangxiajiu Pedestrian Street. The restaurants was famous for its Cantonese cuisine and Mid-Autumn moon cakes. It had the reputation of “food in Guangzhou” (Wikipedia, 2019).

The three most popular restaurants were “Dian Dou De” restaurants, “Tao Tao Ju” restaurants and “Guangzhou” restaurants. A SWOT analysis which was shown in

Table 1.1 had been done for the three most popular restaurants.

Table 1.1: SWOT Analysis for “Dian Dou De” Restaurant, “Tao Tao Ju” Restaurant, and “Guangzhou” Restaurant

SWOT	“Dian Dou De” Restaurant	“Tao Tao Ju” Restaurant	“Guangzhou” Restaurant
Strengths	<p>1. The price was relatively cheap, and there were many branches in Guangzhou, so it was easy to attract tourists and local residents to patronize.</p> <p>2. Dishes were mainly served for “one cup and two pieces”, with a great variety of food choices.</p>	<p>1. It was a traditional and high-end restaurant with luxurious decoration.</p> <p>2. The restaurant had highly professional service and exquisite dishes.</p>	<p>1. Established in 1935, it was famous for its traditional Cantonese cuisine, which could better reflect its flavors.</p> <p>2. It was listed in Guangdong intangible cultural heritage list.</p>

(Continued)

Table 1.1 (Continued): SWOT Analysis for “Dian Dou De” Restaurant, “Tao Tao Ju” Restaurant, and “Guangzhou” Restaurant

SWOT	“Dian Dou De” Restaurant	“Tao Tao Ju” Restaurant	“Guangzhou” Restaurant
Strengths	<p>3. “Tea set” style was very classical, which was the characteristic of this restaurant and customers liked it very much.</p> <p>4. It had high degree of innovation to keep up with social fashion trends.</p> <p>5. Most of the stores were located in prosperous commercial areas with convenient transportation and a large flow of customers.</p> <p>6. Many foreign tourists came to eat. It had a good reputation. They were all local staffs and spoke Cantonese.</p>		<p>3. The title attracted more middle-aged and elderly consumer groups as well as state-owned enterprises, and the acceptance of the unit.</p> <p>4. The layout was dominated by the traditional big round table, which was suitable for families and group meals with a traditional Chinese style.</p> <p>5. There were casual dining and various brunch popular with young people.</p>

(Continued)

Table 1.1 (Continued): SWOT Analysis for “Dian Dou De” Restaurant, “Tao Tao Ju” Restaurant, and “Guangzhou” Restaurant

SWOT	“Dian Dou De” Restaurant	“Tao Tao Ju” Restaurant	“Guangzhou” Restaurant
Weaknesses	<p>1. The internal management was relatively ordinary, and the comprehensive ability of waiters was relatively ordinary.</p> <p>2. Most of the diners were residents in a neighborhood. Their consumption capacity wasn't very high. And the environment layout was relatively simple, which was the trend of tea and fast food, not suitable for large group dinner and business negotiation.</p>	<p>1. The charge was relatively high and the customers were not popular.</p> <p>2. The stores limited the meal time and failed to provide humanized service for customers.</p> <p>3. The restaurant had low customer turnover and low utilization of customer resources.</p>	<p>1. The price was expensive compared with the same period of last year, which was higher than the mass consumption.</p> <p>2. The number of dishes was small, and the dishes were monotonous without many choices, and the ratio was not high.</p>

(Continued)

Table 1.1 (Continued): SWOT Analysis for “Dian Dou De” Restaurant, “Tao Tao Ju” Restaurant, and “Guangzhou” Restaurant

SWOT	“Dian Dou De” Restaurant	“Tao Tao Ju” Restaurant	“Guangzhou” Restaurant
Weaknesses	3. There were few parking spaces, which was inconvenient for customers to park.	4. It offered the product which was already available on the market. 5. Restaurant exposure rate was low. 6. Restaurant layout was not large enough, and waiting time was long.	2. The distribution of stores was uneven, and customer turnover rate was low. 3. Restaurant exposure rate was low.

(Continued)

Table 1.1 (Continued): SWOT Analysis for “Dian Dou De” Restaurant, “Tao Tao Ju” Restaurant, and “Guangzhou” Restaurant

SWOT	“Dian Dou De” Restaurant	“Tao Tao Ju” Restaurant	“Guangzhou” Restaurant
Opportunities	<p>1. There were more apps to promote it with the development of the Internet.</p> <p>2. More residents liked it and established more branches.</p> <p>3. Some coupons were issued to attract consumers to spend.</p> <p>4. The turnover was increased with the development of Chinese takeaway business.</p> <p>5. Restaurants entered foreign markets.</p>	<p>1. The environment and decoration of the restaurant were quite fashionable.</p> <p>2. More and more people were interested in local ingredients.</p> <p>3. Restaurants kept updating their menus.</p> <p>4. Restaurants were expanded.</p>	<p>1. Restaurants had a large target market.</p> <p>2. Restaurants were expanded in the future with a flexible business model.</p> <p>3. Restaurants had a growing market demand.</p>

(Continued)

Table 1.1 (Continued): SWOT Analysis for “Dian Dou De” Restaurant, “Tao Tao Ju” Restaurant, and “Guangzhou” Restaurant

SWOT	“Dian Dou De” Restaurant	“Tao Tao Ju” Restaurant	“Guangzhou” Restaurant
Threats	<p>1. In Guangzhou, there were many similar restaurants, and the competition pressure was high.</p> <p>2. As prices rose, production costs increased, but the price of dishes didn’t rise, which also affected the restaurant.</p> <p>3. Since China’s reform and opening up, the number of restaurants increased every year, and other types of restaurants also increased. It’s influenced by the social diversity.</p> <p>4. Consumers’ increasing awareness of restaurant quality and health might reduce the frequency of eating out.</p>	<p>1. The economic environment was uncertain.</p> <p>2. There was few chance for restaurants to develop further.</p> <p>3. Restaurants faced the option of lowered prices.</p>	<p>1. There was a price war between restaurants.</p> <p>2. There was a social stigma attached to restaurants</p> <p>3. The restaurant faced competition from other local restaurants</p> <p>4. The restaurant faced government supervision and management.</p>

Source:

Restaurant SWOT analysis. (n.d.). Retrieved from

<http://www.restaurantdoctoruk.co.uk/SWOTanalysis.htm>

Sharma, S. (2014). *SWOT Analysis for a Fast Food Chain*. Retrieved from

<https://prezi.com/lbenoe8wubvh/swot-analysis-for-a-fast-food-chain/>

Wagner, N. (2019). *Sample of a SWOT Analysis for a Restaurant*. Retrieved from

<https://smallbusiness.chron.com/sample-swot-analysis-restaurant-73526.html>

Nowadays, the restaurants such as “Dian Dou De” and “Tao Tao Ju” were popular with people, and the new dining-out form was also developing, which aimed to meet the needs of customers and improve the loyalty of the restaurant. Therefore, most restaurants analyzed consumers’ cognition of eating out and consumption of eating out. The restaurant also made an in-depth analysis of the way that consumers evaluated food (Bai, Wang, Yang, & Gong, 2019). Similarly, the influence of companions on diners should be evaluated when they had a meal with friends or family members (Peng, Chen, & Hung, 2017). As the number of restaurants continued to increase, including personal lifestyle changes, people were becoming more and more concerned about the cost performance of restaurants. So the researcher was interested in investigating restaurants that offered generous dining options and specific restaurants in order to see what factors might influence their willingness to eat out in the future. In addition, the use of this research results might be suitable for

the future development and growth of restaurants.

1.3 Objectives of Study

Therefore, the researcher wanted to explore factors affecting customer loyalty of eat at “Dian Dou De” restaurants of the customers in Guangzhou of China. The purpose of this research were:

(1) To investigate the factors affecting customer loyalty of eat at “Dian Dou De” restaurants of the customers in Guangzhou of China.

(2) To investigate service quality, food quality, chefs’ image, restaurant environment, restaurant images, atmospheric factor, and food image with the effect towards customer loyalty.

1.4 Contribution of Study

The results of this research could be applied to marketing strategies for China’s catering industry and the analysis of customer loyalty in food industry for the important role of catering enterprises by means of the investigation and measurement, helping industry to learn more about the customer, the needs of customers, the distance into the enterprise and customer, grasp the pulse of the market, the fierce market competition initiative more easily. To master the objective, true, accurate and reliable customer loyalty, catering enterprises was supposed to improve the brand image, service quality, high economic efficiency and management of an important content.

The purpose of this study was to better understand the loyalty characteristics of food and beverage enterprises' products and services identify the important regulatory factors affecting customer loyalty, which was conducive to guide food and beverage enterprises to systematically and pertinently improve their service quality and improve customer loyalty in practice. To implement the customer loyalty strategy and take advantage of the competitive advantage was conducive to perfect the quality management theory and service marketing theory of catering enterprises.

This study expanded the theories on how service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factor, and food image affected customer loyalty, which would be good for the future researchers.

CHAPTER 2

LITERATURE REVIEW

This chapter would present related literature, related theories, theoretical framework, and previous studies of factor affecting customer loyalty of eat at “Dian Dou De” restaurants of the customers in Guangzhou of China.

2.1 Related Theories and Previous Studies

2.1.1 Concept theories of service quality (SQ). The term service was defined differently in service quality literature. For instance, Du Plessis and Rousseau (2003) defined services as “those separately identifiable, essentially intangible activities which provided satisfaction and were not necessarily tied to the sales of a product or another service”. Peng et al. (2017) made a study on the restaurant service quality and performance, which primarily focused on the service quality of service staff, and the service quality was taken as a part of the study. Payne-Palacio and Theis (2001) defined services as “the intangible (untouchable or in consumable) aspects of the dining out experience”. Omar, Ariffin, and Ahmad (2016) stated that in the restaurant industry, customers not only evaluated the quality of food but also the quality of service they encountered during their dining experience.

Service quality referred to customers’ subjective judgment by comparing what they expected with what they received. Service quality was an important aspect of the restaurant dining. As a matter of fact, it was as important as food quality, and it further

played a key role in customers perception of their dining experience (Sukhu, Bilgihan, & Seo, 2017). Service quality dimensions of restaurants influenced consumer behavioral intentions (Sukhu et al., 2017). Therefore, service quality played an important role in the success of restaurant business as it influenced consumer behavior (Barber, Goodman, & Goh, 2011).

The desirable service cycle theory defined the relationship between internal and external customers in details (Schlesinger & Heskett, 1991), which in turn showed the importance of service quality in fast food restaurants and in creating a cycle of satisfied customers and their behavioral intentions to become loyal to the restaurant (Namin, 2017). In other words, service quality was a source of comparative advantage. Meanwhile, in a growing service industry, service quality was an order winner, which was a source of competitive advantage (Sumaedi & Yarmen, 2015). The importance of service quality on customer loyalty intentions was highlighted by Venetis and Ghauri (2004) who found that service quality affected customers' intentions to stay in a relationship with a service provided by the restaurants.

2.1.2 Concept theories of food quality (FQ). Food quality factors, such as taste, smell, presentation, and temperature, were investigated previously and the findings indicated that food quality was one of the main factors in why customers chose to visit a restaurant (Sukhu et al., 2017). Food quality was an indication of quality of ingredients and food offered by the fast food restaurant which included the food's cleanness, freshness, and healthiness as well as variety of foods offered at the

fast food restaurant. According to Peng et al. (2017), product quality in the restaurant context referred to the quality of food and beverages. Food quality influenced the positive and negative emotions of diners. It's showed that the main purpose of going to a restaurant was to respond to a human need (hunger). In other words, customers went to a restaurant to eat; that was why quality of food was an extremely important factor in attracting the customers to, and maintaining them in, a dining place (Konuk, 2019). From the perspective of this theory, food quality influenced customers' internal evaluations, such as taste, shape, and appearance of food, which in turn increased their willingness to revisit organic food restaurants (Konuk, 2019).

Food quality was one of the most critical components of a dining experience. Previous studies empirically investigated the importance of food quality in restaurant settings; for example, Clark and Wood (1999) confirmed that food quality was a primary factor influencing customer loyalty in restaurant choice; Susskind and Chan (2000) insisted that food quality was a key determinant for visiting a restaurant from the customer's perspective; Mattila (2001) considered food quality as a key predictor of customer loyalty in casual-dining restaurants (Ha & Jang, 2010). Based on these evidences, it's showed that how to provide higher quality food became a vital strategy for gaining a competitive advantage in the restaurant industry.

2.1.3 Concept theories of chef image (CI). Chef image referred to customers' over-all perceptions of a chef's interpersonal skills, technical skills, and creativity (Peng et al., 2017). Previous literature indicated that chefs influenced diners'

experiences by being knowledgeable about the food, conducting appropriate conversation, and making delicious dishes.

In addition, chefs engaged in conversation with diners in order to understand their preferences. They were responsible for making all the dishes in front of diners while displaying a certain professional image, which separated them from other service staff (Chen et al., 2013). As a result of their celeb, chefs themselves became commodities and transformed their names into brands (Giousmpasoglou, Brown, & Cooper, 2019). Ashley, Hollows, Jones, and Taylor (2004) explained that the high capital investment required to launch a new restaurant, which led many chefs to actively cultivate publicity, notably through branding of their image as they became associated with a distinctive visual trademark. By diversifying their activities and becoming media personalities and brands in their own right (Baldwin, 2018), chef's image received consumer's trust and love. Thus, it could also indirectly enhance consumer loyalty to hotel. When consumers chose to eat out, they not only paid attention to the taste but also to the comfort with beautiful environment. If the chef had good temperament, most consumers would think highly of the restaurant, and would think that food was delicious (Christensen & Stuart, 2019). In the hospitality literature, the studies found that a chef's image was important for the upscale restaurant. A chef with a good image increased diners' confidence in their purchases and lowered their perceived risks. This study hypothesized that chefs with good images contributed positively to luxury restaurants' images (Chen, Peng, & Hung,

2016).

The chef did not just focus on cooking any more. It was important for them to build a professional profile in the media. The creation of such a profile required that the celebrity chef should convey a sense of authority, accessibility, and possess special knowledge and skills. If diners perceived that their chef had a positive image (e.g., good interpersonal skills, superior technical skills, and creative), they were more likely to have a positive dining experience (Baldwin, 2018).

2.1.4 Concept theories of restaurant environment (RE). Kim and

Stepchenkova (2018) suggested that restaurant layout might significantly influence their emotion and attachment to their restaurant. Dining was more than eating out for a majority of customers. Customers might not want to stay at home. They wanted to seek a memorable experience away from home. So the atmosphere played a critical role in creating that memorable experience (Ryu & Han, 2011).

Restaurant settings tended to further increase positive emotions in customers about the setting. According to Hinds and Sparks (2008) and Hyun and Kim (2014), customers with greater experiences in restaurant environments expressed stronger emotional attachment to those environments than those customers with less experiences. Restaurant familiarity referred to how much customers knew about various alternatives that they considered and what attributes were linked to the restaurant (Gursoy, Del Chiappa, & Zhang, 2018). Previous studies (Chae, Kim, Yoo, & Lee, 2019) showed that a positive corporation image tended to further attract

customers to return or revisit an organization again (Wu, Cheng, Ai, & Chen, 2019). The field research by Heung and Gu (2012) showed that customers' choice of restaurants was not limited to the consideration of food factors any longer; the restaurant environment, particularly the sound environment, considerably affecting diners' evaluation of their comfort and the overall dining experience (Meng, Zhang, & Kang, 2017). It was important to examine the effect of physical environment on customer satisfaction. Furthermore, the consistency of physical environment was a crucial factor that determined new customers' satisfaction and willingness to consume at the restaurant, because customers' pleasure and consumption behavior were affected by aesthetics, lighting, atmosphere, design and restaurant equipment (Ryu & Han, 2011). In a word, the physical environment of a restaurant could be described in terms of the physical dimensions of overall space arrangement, lighting, decorations and furniture display; in bleat tributes such as sound, smell, and temperature were also important for atmosphere creation (Horng, Chou, Liu, & Tsai, 2013).

Thus, from the service provider's point of view, the physical environment was an essential elements that determined the level of customer satisfaction, and ultimately enhanced customer loyalty (Chou, Horng, Liu, & Gan, 2018). A restaurant needed to provide a safe and comfortable environment for the customers to enjoy their meals (Kanyan, Ngana, & Voon, 2016). Bitner (1990) proposed that environmental factors could affect customers' perceptions of the performance of service providers, as well as customers' expectations regarding quality. PR-consumption mood was defined

in this study as the mood created by perceived atmospheres after entering the restaurant but before experiencing actual services, in order to clearly understand the role of atmospheric factors in the relationship between quality and customer satisfaction/loyalty (Ha & Jang, 2010). According to previous studies of Bai et al. (2019), restaurant environment was related to customer loyalty perception. As a whole, the findings were in accordance with the studies in which consumers considered cleanliness as one of the most important factors influencing safety.

2.1.5 Concept theories of restaurant images (RI). Kotler (1973), one of the pioneers in advocating the use of atmospherics as a marketing tool, referred the term to the conscious designing of space to produce specific emotional effects in the buyer to enhance his or her purchase probability (Heung & Gu, 2012). Customers' satisfaction didn't simply depend on the tangible product (food) or service (immediate response) that was being offered; instead, specific emotional feeling such as pleasant and exciting atmosphere also influenced customers' purchase intentions. This phenomenon led to increased attention in the service industries, particularly in restaurant operations, to atmospheric factor, such as the facility's aesthetics (including the view from the window), ambience, spatial layout, and employee factors. By appropriately using these atmospheric attributes, restaurants not only inspired positive word-of-mouth feedback but also increased patrons dining satisfaction and influenced their behavioral intentions with respect to their willingness to pay more for their food (Heung & Gu, 2012).

For example, in a quick-service restaurant setting, Prendergast and Man (2002) found that restaurant image was a significant predictor of loyal behaviors (revisit and willingness to recommend). In support of these findings, Liu and Mattila (2015) confirmed the significant influence of brand image on brand loyalty in an ethnic dining setting (Kim, Song, & Youn, 2019). In terms of hotel restaurant decision-making, it would be true that patrons who had good image of the hotel restaurant product and had high image congruence with it, which were likely to evaluate quality attributes (food, service, physical environment) positively (Han & Hyun, 2017). According to previous studies of Bai et al. (2019), restaurant image was related to customer loyalty perception. The subsection of “restaurant images” scored the lowest. In addition, whether a restaurant decorated luxuriously had relatively less influence on the consumers’ evaluation to its food safety level, which informed the Chinese restaurants to prevent overestimating the importance of decoration when consumers evaluated food safety. Many researchers studied the impact of an organization’s image on consumer behavior, particularly on consumer loyalty in the service sectors. Restaurateurs should establish a distinctive image that differentiated them from competitors to communicate the product’s major benefits and positioning towards a target market (Ryu, Han, & Kim, 2008).

A restaurant’s image, which could directly indicate the quality of dining service for customers and could have an enormous influence on customers’ perceptions of customer value and satisfaction, which affected their behavioral

intentions in turn. Effective management of restaurant image was particularly important in the quick-casual segment in generating perceived value, customer satisfaction, and subsequent behavioral intentions because of the rapidly growing number of quick-casual restaurants (Ryu et al., 2008). For example, Baldinger and Rubinson (1996) found that loyal customers tended to stay loyal if their attitude towards a brand was positive (Cheng, Wu, & Chen, 2018).

2.1.6 Concept theories of atmospheric factor (AF). Atmospheric factor referred to “the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability (Ariffin, Bibon, & Abdullah, 2012).

As Kotler (1973) observed, customer satisfaction didn't simply depend on the tangible product (food) or service (immediate response) that was offered; instead, specific emotional feeling such as pleasant and exciting atmosphere could also influence customers' purchase intentions. This phenomenon led to increasing attention in the service industries, particularly in restaurant operations, to atmospheric attributes, such as the facility's aesthetics (including the view from the window), ambience, spatial layout, and employee factors (Ha & Jang, 2010). By appropriately using these atmospheric attributes, restaurants not only inspired positive word-of-mouth feedback but also increased patrons dining satisfaction, and influenced their behavioral intentions with respect to their willingness to pay more for their food (Heung & Gu, 2012).

A positive perception of atmosphere could produce more positive emotions, which led to positive beliefs about the restaurant and its services or products (Ha & Jang, 2010). The environment of a restaurant also could be affected by the neighboring shops. Customers needed a comfortable, peaceful and clean place to eat (Kanyan et al., 2016). Peng et al. (2017) thought that the atmosphere of a restaurant could influence the positive emotions of customers as well as the negative emotions of diners.

Since ambiance was recognized to be an integral part of restaurant service. The research also supported the link between atmospherics and customers. For instance, Wakefield, Blodgett, and Sloan (1996) examined the effects of layout accessibility, facility aesthetics, electronic equipment, seating comfort, and cleanliness on the perceived quality of the service scope, and found that the perceived quality of the physical environment significantly affected customer satisfaction in the leisure service setting. Moreover, Cheng, Chen, Hsu, and Hu (2012) in an investigation of the impacts of the physical environment on customer satisfaction in college sports arenas, confirmed the direct and positive relationship between them. Customer satisfaction finally determined customer loyalty (Heung & Gu, 2012).

2.1.7 Concept theories of food image (FI). The food image was conceptualized in the literature as a multidimensional construct. There were several attempts by scholars to examine the underlying factors of destination food image. The author identified two key broad dimensions of food image, suggesting that food

image should constitute the food itself and the place where the food was offered as well as the service style (Promsivapallop & Kannaovakun, 2019). Peng et al. (2017) made a study on the food image which had a direct influence on food satisfaction and culinary experience. It's suitable for this research because it explored consumers' preexisting image perceptions toward a city's food scene and culinary culture from different angles.

Often researchers used food images when they investigated topics related to food consumption and choice (Chen, Papies, & Barsalou, 2016). The popularity of food images was not only attributable to their convenience, but also the images of food which were ubiquitous in real-world contexts, such as in advertisement, social media, and even when ordering from a deli cabinet or selecting food in a supermarket (Pergola, Foroni, Mengotti, Argiris, & Rumiati, 2017). Additionally, neuro imaging studies showed similar patterns of brain activation when viewing food images to those in the process of tasting or smelling food (Horne, Palermo, Neumann, Housley, & Bell, 2019). For example, Clark and Wood (1999) confirmed that food quality was a primary factor influencing customer loyalty in restaurant choice; Susskind and Chan (2000) insisted that food quality was a key determinant for visiting a restaurant from the customer's perspective; Mattila (2001) considered food quality as a key predictor of customer loyalty in casual dining restaurants; Sulek and Hensley (2004) found that when compared with other aspects of the restaurant, such as environment components and service quality, food quality was the most important element of customer

satisfaction.

Many countries recognized the importance of food destination image as a marketing tool. Furthermore, Namkung and Jang (2010) argued that indicators of food quality included freshness, healthiness, tastiness and food presentation. S-O-R theory emphasized that the development of the internal evaluation process of the organism was triggered by a stimulus, which in turn influenced response. From the perspective of this theory, food quality factors, such as taste, shape, and appearance of food as a stimulus, might influence customers' internal evaluations, which in turn increased their willingness to revisit organic food restaurants. Previous research argued that product quality contributed to customer loyalty (Ha & Jang, 2010).

2.1.8 Concept theories of customer loyalty (CL). Customer loyalty consisted of attitude and behavior components. As a behavior, loyalty referred to ongoing behavioral actions towards the object of interest. Loyalty as attitude represented a predisposition to engage in behaviors based on favorable evaluations of the loyalty object. The attitude component transitions through a series of cognitive and affective statements and ended in a conative state as a deeply held commitment to rebuy or patronize a preferred product/service consistently (Wolter, Bock, Smith, & Cronin, 2017).

In the restaurant industry, customer loyalty meant that customers might continue to eat at the restaurant, eat regularly, and showed a desire and long-term desire to eat at the restaurant (Ha & Jang, 2010). Loyalty referred to a deeply held commitment to repurchase or re-patronize a preferred product or service consistently

in the future despite situational influences and marketing efforts. According to Jacoby and Chestnut (1978) customer loyalty could be understood by examining the beliefs, affective connections, and conative processes that orient a customer towards a product or service (Ha & Jang, 2010).

Loyalty referred to the repetitive purchase (behavior), and it also meant that the customers intended to repurchase or re-patronize (the likelihood of a behavior). The behavioral loyalty meant cognitive behavioral patterns on the basis of customers' past consumption behaviors, while the attitudinal loyalty combined emotional attachments and affective commitments which were generated by previous consumption experiences. Loyalty represented a core outcome for any product, brand, or service. Restaurant chain brands differed from manufacturer brands because dining was a service business (Shamah, Mason, Moretti, & Raggiotto, 2018).

Customer loyalty intention reflected favorable attitudes toward the brand or organization which was the result of the individual's beliefs that the quantity of value received from consuming a product or service was better than the value of non-consuming (Srinivasan, Anderson, & Ponnayolu, 2002). A loyal customer was identified as showing repeated purchase behavior and will actively promote the firms' products and services to other customers (Casaló, Flavián, & Guinalú, 2008). Creating loyal customers was vital to the business because a variety of positive effects from loyal customers were observed by prior studies. For example, Dick and Basu (1994) had pointed out that loyal customers would spread positive word of mouth for

the company, and would be willing to pay higher cost to purchase the product (Cheng et al., 2018).

Kampitayakul and Kanthawongs (2014) studied on the influence of factors affecting marketing image, perceived quality, fashion consciousness and brand reputation toward brand loyalty of imported brand shoppers of brand A in Bangkok. The data was gathered from 335 questionnaires, and all of them were analysed by using hypothesis testing based on Multiple Regression Analysis. The results revealed that most of the respondents were female, aged between 24-29 years old, had Bachelor degrees, worked in private companies in Thailand with the average income of between 15,000-25,000 baht. For the hypothesis testing result, the best power predictors toward brand loyalty were brand reputation, perceived quality, and marketing image at a significant level of .05.

Jiraudomruttana and Kanthawongs (2016) studied on positive influence of performance expectancy, effort expectancy, perceived credibility, facilitating conditions, awareness, resistance to change, and perceived number of users towards intention to use mobile banking of consumers in Bangkok. The data was collected by 300 questionnaires from teenagers, working and retirement people in Bangkok from December 2015 to January 2016. The data was also analyzed by using Pearson Correlation Coefficient and Multiple Regression Analysis. Most of respondents were both equal for male and female, aged 21-30 years old, were single, had Bachelor degrees, worked as private employees with the range of income of 10,001-20,000 baht

per month. They knew about mobile banking from the suggestion of bankers, and they used mobile banking via their smart phones not over two times per week and not over 1,000 baht per transaction. The results were shown that perceived compatibility, resistance of change, performance expectancy, facilitating conditions, and perceived number of users had positively affected to the intention to use mobile banking at 0.1 level of signification.

2.2 Hypothesis

The following hypothesis was determined by the related literature, related theories, theories framework, and previous studies as follows:

2.2.1 There was a positive relationship between service quality and customer loyalty.

2.2.2 There was a positive relationship between food quality and customer loyalty.

2.2.3 There was a positive relationship between chefs' image and customer loyalty.

2.2.4 There was a positive relationship between restaurant environment and customer loyalty.

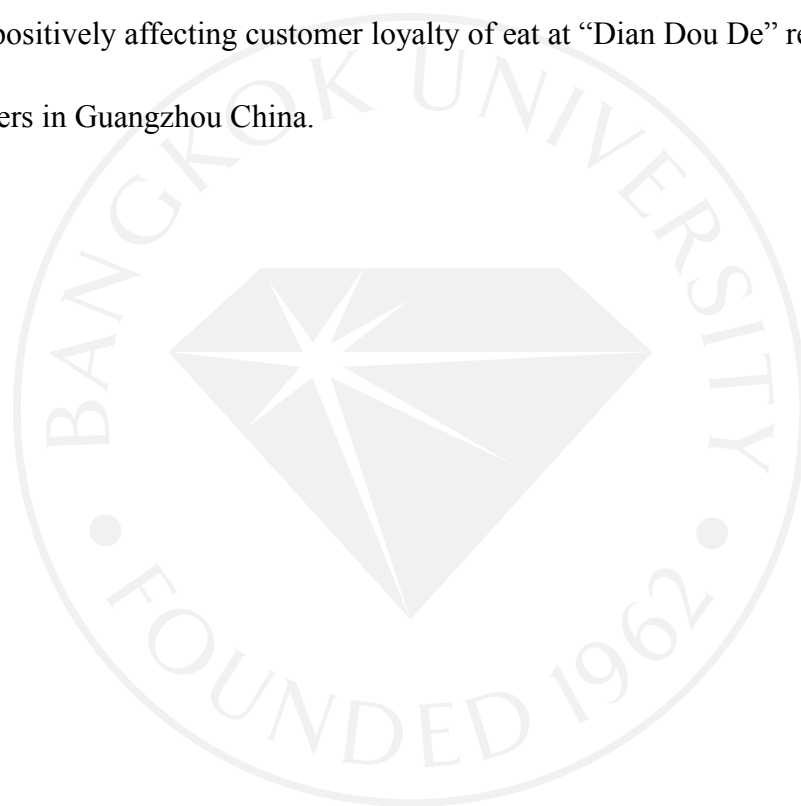
2.1.5 There was a positive relationship between restaurant images and customer loyalty.

2.1.6 There was a positive relationship between atmospheric factor and

customer loyalty.

2.1.7 There was a positive relationship between food image and customer loyalty.

2.1.8 There was a positive influence of service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factors, and food image positively affecting customer loyalty of eat at "Dian Dou De" restaurants of the customers in Guangzhou China.



2.3 Conceptual Framework

Independent Variables

Dependent Variable

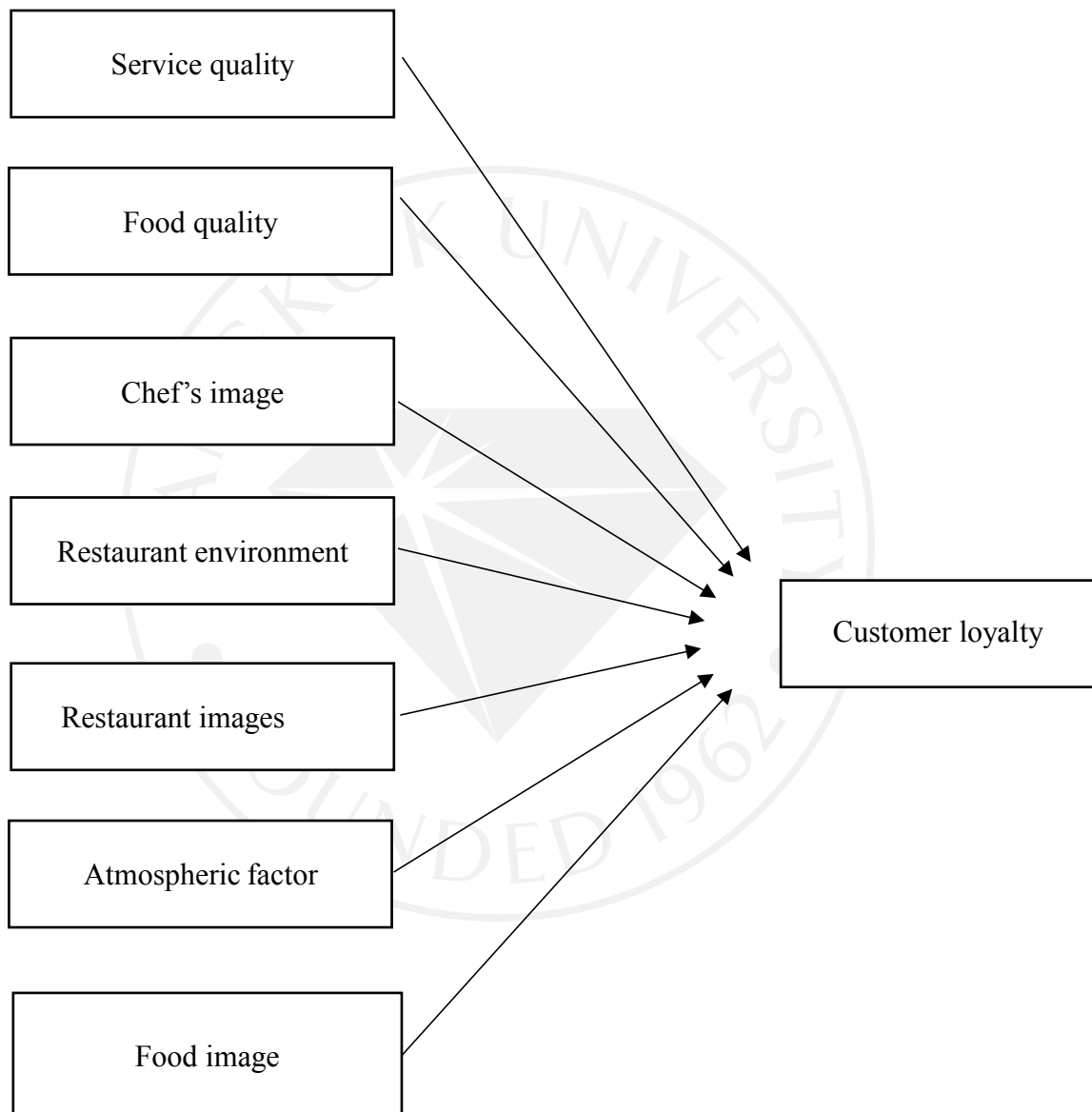


Figure 2.1: Theoretical framework for customer loyalty

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The methodology of this research was placed on a quantitative base---questionnaire survey. Firstly, questionnaire started from collecting general information with close ended questions related to loyalty to the “Dian Dou De” restaurant, such as the consumers’ consumption frequency, consumption period, favorite food categories, and how many people dined together at “Dian Dou De” restaurant. Besides, the questionnaire included demographic and classification questions associated with background information on gender, age, education, monthly income, occupation and status. Then a software SPSS 16 was used to analyze data that were collected from questionnaires.

3.2 Population and Sample Selection

The target population of this study was the customers who liked and often went to “Dian Dou De” restaurants and had some understanding of the restaurants. The sample size of this study was estimated according to Cohen (1977)’s principle to determine the sample size of 40 pilot questionnaires. The sample size was then calculated using G*power version 3.1.9.2, a software created by Erdfelder, Faul, Buchner, & Lang and approved by Wiratchai (Erdfelder, Faul, & Buchner, 1996; Wiratchai, 2012). The calculation was with the Power ($1-\beta$) of 0.95, Alpha (α) of 0.05,

Number of Test Predictor of 7, Effect Size of 0.1144796 (Calculated by Partial R^2 of 0.1027). As the result of G*power calculation, the minimum number of the total sample size was 198 (Cohen, 1977). Therefore, the numbers of survey collection from participants were a total of 213 set of questionnaires.

Sample respondents were selected by using Convenience Sampling method. Convenience sampling (also known as availability sampling) was a specific type of non-probability sampling method relying on data collection from population members who were conveniently available to participate in study. Convenience sampling method could be applied by stopping random people on at the target areas and asking questionnaire questions (Research-Methodology.Net, 2019).

To ensure the effectiveness and accuracy of the study, the researcher went back to China and learned that most people in Guangzhou had been to the “Dian Dou De” restaurant, so the researcher collected data in Guangzhou. Dining places selected were distributed in different major areas of Guangzhou, so the respondents from these areas were enough to represent the majority of customer in Guangzhou who chose “Dian Dou De”. In all cases, the researcher did not intervene when the respondents gave answers, but instead explained the items in the questionnaire when they needed assistance. A questionnaire took about 10 minutes to complete. All the questionnaire surveys were filled during 14 June 2019 and 5 July 2019. The target population in this research was customers who had experience with “Dian Dou De” restaurants. During the questionnaire collection process, 40 questionnaires were collected at the business

districts, 173 questionnaires were collected online. Thus, total 213 sets of the survey questionnaire would be studied from the participants.

3.3 Research Instrument and Content Validity

This research adopted the method of questionnaire survey to investigate and respond to the related research theories such as service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factor, food image and customer loyalty. Learn about "Dian Dou De" restaurants, restaurant loyalty, and other service related to articles and periodicals, including www.sciencedirect.com, with the support of consultants where appropriate. Then, it was the turn of completing the questionnaire form based on the guidance of various articles and getting the approval of the tutor. All items could be found in the questionnaires that were attached in Appendix A and Appendix B. Since the targeted participants lived in China, the questionnaire therefore was written in English version and Chinese version, and was printed in simple Chinese characters for gathering data from Guangzhou city for the survey.

Furthermore, in order to ensure the validity of the questionnaire, the researcher succeeded in getting advice from two experts: Baicheng Feng (Branch Manager of the Chen Clan Temple Restaurant in Guangzhou), and Tian Liu (Director of the Administrative Department of the General Office of "Dian Dou De" Restaurants in Guangzhou). They believed that this topic was worth studying and could improve the

performance of the catering industry, so they analyzed the reliability and accuracy of the questionnaire from their professional perspective. And the questionnaire was finished with the guidance of experts and advisors.

The research's movement consisted of two major processes, 40 pilot test and further full-scale test. The pilot test was used to judge whether the design of the questionnaire was reasonable. As a result, it enabled to conduct the reliability test of each variable in individual factor by using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related of a section with a minimum value of Cronbach's Alpha being 0.65.

From the tools and resources mentioned above, the questionnaire form that was created was divided into four parts with a total of forty-three questions asked. A detailed description of each part was presented as follows.

Part 1: It contained seven items for asking about respondent's demographic conditions: gender, age, status, education level, monthly income.

Part 2: The other five questions involved the information related to participants' behavior while eating at "Dian Dou De" restaurants: How often did you eat at "Dian Dou De" restaurants? What time did you usually choose to go to "Dian Dou De" restaurants? Which day would you choose to go to "Dian Dou De" restaurants? How much would you pay at "Dian Dou De" restaurants each visit? What kinds of food did you order at "Dian Dou De" restaurants? How many persons were going to "Dian Dou De" restaurants each time?

Part 3: Targeted factors affecting customer loyalty eat at “Dian Dou De” restaurants in Guangzhou of China were investigated. This part was evaluated from interval scale by using a five-point scales ranking from 1 (Lowest agreeable level) to 5 (Highest agreeable level).

Part 4: An open-ended suggestion prepared to welcome participant’s advice or comments about the study.

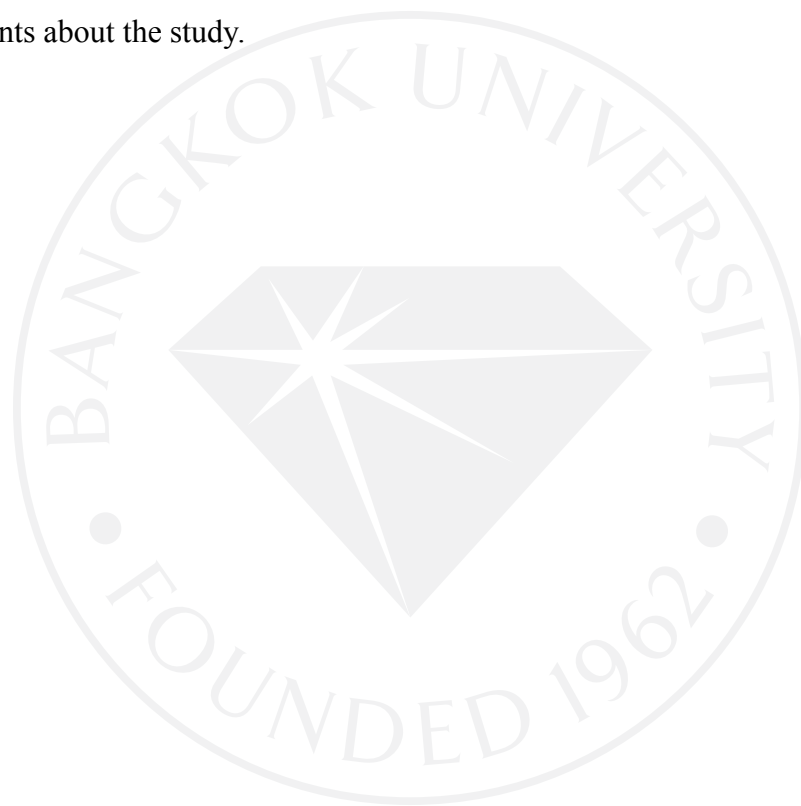


Table 3.1: Research Variables and Measurements

Categories	Provenance Item	Item
Service Quality	Peng et al. (2017)	4
Food Quality	Peng et al. (2017)	4
Chefs' Image	Peng et al. (2017)	4
Restaurant Environment	Bai et al. (2019)	4
Restaurant Images	Bai et al. (2019)	4
Atmospheric Factor	Peng et al. (2017)	4
Food Image	Chen and Peng (2018)	4
Customer Loyalty	Peng et al. (2017)	4

3.4 Testing Research Instrument

The test research tool tested the validity and reliability of each question in the questionnaire. By using the project-objective consistency index IOC, three experts were invited to check and verify to ensure that the questionnaire was used to support this study. After receiving a lot of suggestions from experts, the researcher modified the questionnaire, collected 40 pilot questionnaires for testing, and calculated Cronbach's Alpha coefficient of each factor. After 40 pilot questionnaires passed, 213 questionnaires were made according to G*power measurement results. The SPSS, an IBM statistic software, version 16 was introduced and operated throughout the

statistical analysis process for this study. Thereby, the data set (instrument) was tested for reliability using means of Cronbach alphas and factor analysis. And the details of the analysis of each category are illustrated in Table 3.2.

This was pilot test data analysis, which showed that service quality equaled to 0.953, food quality equaled to 0.874, chefs' image equaled to 0.910, restaurant environment equaled to 0.951, restaurant images equaled to 0.815, atmospheric factor equaled to 0.922, food image equaled to 0.887, and customer loyalty equaled to 0.890.

In a full-scale survey, the data of each factor was as follows: service quality equaled to 0.894, food quality equaled to 0.900, chefs' image equaled to 0.894, restaurant environment equaled to 0.893, restaurant images equaled to 0.889, atmospheric factor equaled to 0.909, food image equaled to 0.899, and customer loyalty equaled to 0.895. All the result value exceeded 0.65 value regarding to the suggested level. Thus, the instrument had proven reliable. Since Cronbach's Alpha coefficient exceeded the recommended level of 0.65 (Nunnally, 1975), we did not need to delete the problem.

From this research, factor analysis was conducted based on these following factors; service quality (SQ), food quality (FQ), chefs' image (CI), restaurant environment (RE), restaurant images (RI), atmospheric factor (AF), food image (FI), and customer loyalty (CL) at $n = 213$. By utilizing principal component analysis (PAC) and Varimax rotation method that were based on SPSS to make assessments of the validity of construct for the pilot test (Kline, 1994). In this study, consequently,

loading value generated from the principal components analysis was utilized to determine the final number of factors that would be taken in full-scale test. The Varimax rotation method was used to rotate axes for providing factors with meaningful interpretations. A loading value should be greater than 0.3 (Kline, 1994). The details of values of each variable were showed in Table 3.3.

Table 3.2: Cronbach's Alpha Coefficient of 40 pilot and 213 full-scale test of questionnaires

Questionnaire	n = 40	n = 213
Variable Factor		
Service Quality (SQ)	0.953	0.894
Food Quality (FQ)	0.874	0.900
Chefs' Image (CI)	0.910	0.894
Restaurant Environment (RE)	0.951	0.893
Restaurant Images (RI)	0.815	0.889
Atmospheric Factor (AF)	0.922	0.909
Food Image (FI)	0.887	0.899
Independent Factor		
Customer Loyalty (CL)	0.890	0.895

(Continued)

Table 3.3: Loading Values for Factor Analysis of Pilot Instrument

	SQ	FQ	CI	RE	RI	A	FI	CL
SQ1	0.401							
SQ2	0.451							
SQ3	0.350							
SQ4	0.671							
FQ1		0.532						
FQ2		<u>0.282</u>						
FQ3		0.443						
FQ4		0.461						
CI1			0.305					
CI2			0.399					
CI3			0.374					
CI4			0.357					
RE1				0.448				
RE2				0.656				
RE3				0.376				
RE4				0.302				

(Continued)

3.5 Data Analysis and Statistics

After the questionnaires were gathered, the researcher carefully checked the completeness of the answers to each questionnaire. The collected data set analysis program was intended, processed and fully utilized by SPSSv16.0 (social science statistics software package). In descriptive statistical analysis, demography and general information was analyzed by frequency and percentage.

In reasoning, statistical analysis, Pearson correlation coefficient (R) or “used to test the relationship between the dependent variable (customer loyalty), and the independent variable (service quality, food quality, chefs’ image, restaurant environment, restaurant images, atmospheric factor and food image) estimated the value of the variable degree of the linear relationship between the coefficient, and customer loyalty were measured by using Mean (\bar{x}) and Standard Deviation (S.D). In this study, several independent factors were related to their roles, so Pearson correlation coefficient and multiple regression analysis were used for inferential statistical analysis to evaluate independent variables.

CHAPTER 4

RESEARCH RESULTS

The aim of this research was to explore factors affecting customer loyalty eat at “Dian Dou De” restaurants of the customers in Guangzhou of China. The data were collected by means of survey questionnaire from 213 respondents and were completed through data analysis by IBM SPSS statistics version 16. The Cronbach’s Alpha coefficient of each factor was computed and had resulted value between 0.889-0.909 as shown in table 3.2, referred that all of alpha coefficient exceeded the suggested level of 0.65 and had proven to be reliable (Nunnally, 1975).

4.1 Summary of Demographic Data

Demographic data were analyzed and presented by frequency and percentage of gender, age, status, level of education, monthly income, how often did you eat at “Dian Dou De” restaurants, what time did you usually choose to go to “Dian Dou De” restaurants, which day would you choose to go to “Dian Dou De” restaurants, how much would you pay at “Dian Dou De” restaurants each visit, what kinds of food did you order at “Dian Dou De” restaurants, and how many persons were going to “Dian Dou De” restaurants each time.

A total of 213 scores was collected in this study. Based on the analysis of personality ratio, there were 116 women (54.5%) and 97 men (45.5%). Most of the respondents were between 24 and 29, and there were 151 (70.9%). Interestingly, about

half of the respondents got married and unmarried, with 125 (58.7%) married. This had to do with China's current dating strategy. Besides, most respondents (158 people, accounted for 74.2%) were bachelor degree; most of their monthly income was 2000-5000 yuan (between the Thai baht 10000-25000), accounting for 76.1% of the proportion of the total; most respondents (152 people, accounted for 71.4%) to the frequency of "Dian Dou De" restaurant was less than once a month or 2-3 times a month; most of the respondents (124 people, accounted for 58.2%) chose to "Dian Dou De" restaurant in the morning and at noon, because most people had the habit of drinking morning tea or afternoon tea in Guangdong area. According to their living habits, most people would go to have a meal in the morning and at noon. Therefore, the proportion of interviewees who went to have a meal from Monday to Sunday was almost the same. Among the respondents, the consumption level of "Dian Dou De" was generally in the middle, with 114 people (53.5%) choosing hot dishes and cold dishes, which was also a Chinese tradition.

4.2 Results of Research Variables

In this study, the potential relationship between the dependent variable (customer loyalty) and independent variables (service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factor and food images) was tested via SPSS (Correlation analysis). Seen in Table 4.2.7 hypothesized were assumed.

Table 4.1: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient (Descriptive Statistic)

	Mean	Std. Deviation	N
Service Quality	3.8075	.99848	213
Food Quality	3.8697	1.00458	213
Chefs' Image	3.7934	1.03884	213
Restaurant Environment	3.9026	.96682	213
Restaurant Images	3.9225	.99045	213
Atmospheric Factor	3.7993	1.03729	213
Food Image	3.8768	.99249	213
Customer Loyalty	3.8732	.97178	213

Table 4.2: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of Service Quality, Food quality, Chefs' image, Restaurant environment, Restaurant images, Atmospheric and Food image, that affecting to customer loyalty of eat at "Dian Dou De" restaurant

Variable	SQ	FQ	CI	RE	RI	A	FI	CL
Service Quality (SQ)	1							
Food Quality (FQ)	0.882**	1						
Chefs' Image (CI)	0.876**	0.858**	1					
Restaurant Environment (RE)	0.854**	0.882**	0.870**	1				
Restaurant Images (RI)	0.860**	0.905**	0.859**	0.866**	1			
Atmospheric Factor (A)	0.832**	0.831**	0.879**	0.833**	0.861**	1		
Food Image (FI)	0.840**	0.879**	0.846**	0.863**	0.892**	0.829**	1	
Customer Loyalty (CL)	0.863**	0.860**	0.864**	0.851**	0.892**	0.879**	0.885**	1

**** Correlation was significant at the .01 level.**

According to Table 4.2, hypothesis could be explained as follows:

Hypothesis 1, service quality had a positive relationship towards customer loyalty or not. The analysis revealed that service quality had a positive relationship towards customer loyalty (Pearson's Correlation = 0.863) at .01 significant level.

Hypothesis 2, food quality had a positive relationship towards customer loyalty or not. The analysis revealed that food quality had a positive relationship towards customer loyalty (Pearson's Correlation = 0.860) at .01 significant level.

Hypothesis 3, chefs' image had a positive relationship towards customer loyalty or not. The analysis revealed that chefs' image had a positive relationship towards customer loyalty (Pearson's Correlation = 0.864) at .01 significant level.

Hypothesis 4, restaurant environment had a positive relationship towards customer loyalty or not. The analysis revealed that restaurant environment had a positive relationship towards customer loyalty (Pearson's Correlation = 0.851) at .01 significant level.

Hypothesis 5, restaurant images had a positive relationship towards customer loyalty or not. The analysis revealed that restaurant images had a positive relationship towards customer loyalty (Pearson's Correlation = 0.892) at .01 significant level.

Hypothesis 6, atmospheric factor had a positive relationship towards customer loyalty or not. The analysis revealed that atmospheric had a positive relationship towards customer loyalty (Pearson's Correlation = 0.879) at .01 significant level.

Hypothesis 7, food image had a positive relationship towards customer loyalty

or not. The analysis revealed that food image had a positive relationship towards customer loyalty (Pearson's Correlation = 0.885) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of service quality, food quality, chefs'

image, restaurant environment, restaurant images, atmospheric factor and food image hat positively affecting to customer loyalty of eat at "Dian Dou De" restaurant

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.434	7	2.205	17.246	.000 ^a
	Residual	4.091	32	.128		
	Total	19.525	39			

Table 4.3 further confirmed that independent variables: service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factor and food image, had influences on the dependent variable on that customer loyalty due to Sig. of the equation equal .000 at .01 significant level

Table 4.4: Multiple Regression Analysis of service quality, food quality, chefs' image, environment, restaurant images, atmospheric factor and food image that positively affecting to customer loyalty of eat at "Dian Dou De" restaurant

Dependent Variable: Customer Loyalty, R = 0.889, R ² = 0.792, Constant(a) = 0.146						
<u>Independent Variables</u>	β	<u>Std</u> <u>Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)		.410	.356	.724		
Service Quality (SQ)	.492**	.140	2.986	.005	.241	4.148
Food Quality (FQ)	-.595	.197	-3.145	.004	.183	5.460
Chefs' Image (CI)	-.564	.141	-3.051	.005	.191	5.227
Restaurant Environment (RE)	.412**	.140	2.720	.010	.285	3.508
Restaurant Images (RI)	.051	.192	.305	.763	.231	4.334
Atmospheric Factor (A)	.588**	.118	4.232	.000	.339	2.947
Food Image(FI)	.690**	.143	4.728	.000	.308	3.250

**significant at the .01 level

From Table 4.4, Multiple Regression Analysis aimed for the idea of prediction of customer loyalty towards eat at "Dian Dou De" restaurants. Overall analysis result indicated that multiple factors were positively influencing on customer loyalty to eat at "Dian Dou De" restaurants at the significant level of .01 and could be as the

determiners of customer loyalty to eat at “Dian Dou De” restaurants. This research only focused on the positive Standardized Beta Coefficients. Referred from Table 4.4 Multiple Regression Analysis result the most predictive independent variables were food image ($\beta = 0.690$), atmospheric factor ($\beta = 0.588$), service quality ($\beta = 0.492$), restaurant environment ($\beta = 0.412$) respectively.

For the negative standardized regression coefficients in Table 4, the least predictor variables had the least relative influence on customer loyalty of food quality ($\beta = -0.595$) and chefs' image ($\beta = -0.564$). Pedhazur (2005) noted that a suppressor variable had a negative regression coefficient. Pedhazur (2005) further stated that these suppressor variables shared the variance with the predictor variables (the independent variables) and were not with the criterion (dependent variable). Consequently, Pedhazur (2005) concluded that when a regression equation was applied, predicted scores for respondents who scored above the mean on the suppressor variables were lowered as a result of multiplying negative regression coefficients by positive scores. In other words, people who scored high on the suppressor variable were penalized for being high, whereas those who were low on the suppressor variable were compensated for being low (Pedhazur, 2005). Therefore, food quality and chef's image might have the least relative influence predictor variables on customer loyalty.

Therefore, all of them: food image, atmospheric factor, service quality and restaurant environment could be shown as positively affecting to customer loyalty

towards eat at “Dian Dou De” restaurant at 79.2% while the rest at 21.8% could not be applied in this research. Also, the standard error was ± 0.146 by the following equation;

$$Y (\text{customer loyalty}) = 0.146 + 0.690 (\text{food image}) + 0.588 (\text{atmospheric factor}) \\ + 0.492 (\text{service quality}) + 0.412 (\text{restaurant environment})$$

If food image value increased by 1 point while the other factors remained, customer loyalty would be increased by 0.690 points.

If atmospheric factor value increased by 1 point while the other factors remained, customer loyalty would be increased by 0.588 points.

If service quality value increased by 1 point while the other factors remained, customer loyalty would be increased by 0.492 points.

If restaurant environment images value increased by 1 point while the other factors remained, customer loyalty would be increased by 0.412 points.

Based on the linear regression model established above, further confirmation of the precision of the model was needed, which was to decide whether the collinearity of independents was existed with the application of multicollinearity analysis.

From table 4.4 above used to examine the hypothesis 8.

Hypothesis 8, by using MRA. The result showed that hedonic motivations and new experience had positive influence on customer satisfaction at statistically significant level of .01.

Table 4.5: Testing Collinearity of independent variable

Independent Variables	Tolerance	Variance Inflation Factor (VIF)
Service Quality (SQ)	.241	4.148
Food Quality (FQ)	.183	5.460
Chefs' Image (CI)	.191	5.227
Restaurant Environment (RE)	.285	3.508
Restaurant Images (RI)	.231	4.334
Atmospheric Factor (A)	.339	2.947
Food Image (FI)	.308	3.250

From Table 4.5, the result of testing Collinearity showed that Tolerance values of each independent variable was exceeded by 0.2, for which the lowest value of Tolerance was 0.183. the maximum variance inflation value (VIF) was 5.460. According to the above, there is no multicollinearity between independent variables, so in this study thus the model was reliable and accurate. Even with VIF values that greatly exceed the rules of 4 or 10, one can often confidently draw conclusions from regression analyses (O'Brien, 2007).

4.4 Summary of Hypothesis Testing

From the result of Multiple Regression Analysis, it showed that service quality, restaurant images, atmospheric factor, and food image had positive affect towards customer loyalty at statistically significant level of .01, whereas food quality, chefs'

image and restaurant environment had no positive affect towards customer loyalty in

China as Figure 4.1 as below:

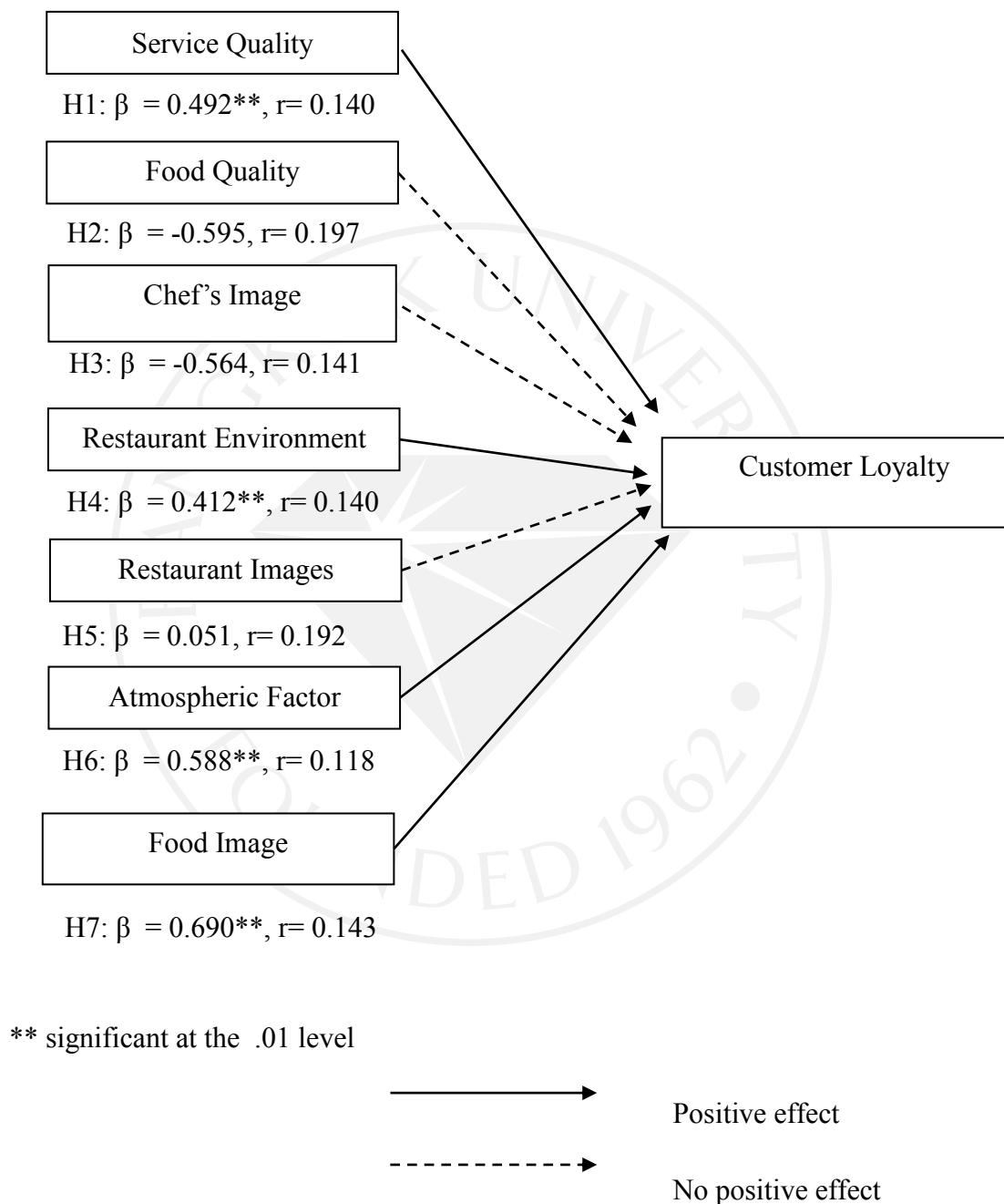


Figure 4.1: Conceptual map based on multiple regression analysis

CHAPTER 5

DISCUSSION

This chapter summarized and presented the significant results and findings from the former analysis, and encompassed the research's implications, managerial applications and recommendation for further research as well. The objective of this study was to examine the positively affecting factors of service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factor and food image that affected the customer loyalty of eat at "Dian Dou De" restaurants of the customers in Guangzhou of China. The applied methodology for this research was based on the quantitative approach by surveying and collecting the data through questionnaires.

5.1 Research Findings and Conclusion

According to the questionnaire, most of the respondents were females at the ages between 24 and 29. Some respondents were married, and most of their monthly income was 2000-5000 Yuan. Most respondents chose to have a meal at noon, which was also the eating habit of people in Guangdong. Meanwhile, most of respondents chose to go to "Dian Dou De" restaurant once a month. Therefore, for the respondents, the proportion of people who went to dine from Monday to Sunday was a question of the same. Among the respondents, the consumption level of "Dian Dou De" was at the middle level in general. Most of the respondents chose hot and cold dishes, which was

also a Chinese tradition.

Multiple regression analysis was applied to test hypotheses in this study and the results were interpreted. In addition, based on the hypothesis, the analysis results were concluded that there were four accepted hypotheses, which were food image ($\beta = 0.690$), atmospheric factor ($\beta = 0.588$), service quality ($\beta = 0.492$), and restaurant environment ($\beta = 0.412$) respectively. From the result, it showed that such factors as food image, atmospheric factor, service quality, restaurant environment had a positive effect on customer loyalty at a statistically significant level of .01. Whereas, the rest of hypotheses needed to be rejected since those factors (food quality, chefs' image and restaurant image) had not been detected or without strong positive influences at .01 significant levels.

5.2 Discussion

The research was tantamount to explore the factor positively affecting customer loyalty of eat at "Dian Dou De" restaurants of the customers in Guangzhou China, which consisted of service quality, food quality, chefs' image, restaurant environment, restaurant images, atmospheric factor and food image. This study found that food image, service quality, atmospheric factor and restaurant environment positively influenced customer loyalty. From above, all of the results and data were analyzed by SPSSv16.0, and had interesting statements as follows;

Hypothesis 1, service quality had a positive relationship on customer loyalty.

The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. Meanwhile, in a growth service industry, service quality was an order winner, which was a source of competitive advantage (Sumaedi & Yarmen, 2015). The importance of service quality on customer loyalty intentions was highlighted by Venetis and Ghauri (2004) who found that service quality affected customers' intentions to stay in a relationship with a service provide. Service quality was a key success factor for fast food restaurant. Given this, the knowledge related to the conceptualization and measurement of fast food restaurant service quality became important (Sumaedi & Yarmen, 2015). This outcome indicated that the restaurants' service quality had a significant effect on diners' positive and negative emotions (Peng et al., 2017).

Hypothesis 2, food quality had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. This was contrary to some previous studies. Food quality was one of the most critical components of a dining experience Previous studies had empirically investigated the importance of food quality in restaurant settings; for example, Clark and Wood (1999) proposed that food quality was a primary factor influencing customer loyalty in restaurant choice; According to Peng et al. (2017), product quality in the restaurant context referred to the quality of food and beverages. Food quality

influenced the positive and negative emotions of diners. The reason was that the controversy had a very high standard of ingredients, so every restaurant tried to be as high as possible lest their reputation was destroyed. Therefore, food quality was not positively correlated with customer loyalty in this study. Food quality was also mentioned in chapter 2, which was relatively important for fast food restaurants.

Hypothesis 3, chefs' image had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. Previous studies indicated that chefs influenced diners' experience by being knowledgeable about the food, conducting an appropriate conversation, and making delicious dishes. Chef image referred to customers' over-all perceptions of a chef's interpersonal skills, technical skills, and creativity (Peng et al., 2017). The image of chef was trusted and loved by consumers. When consumers chose to eat out, they paid more attention to the taste, as well as the comfort of the environment. Most restaurant chefs worked behind the scenes, so most customers couldn't get close to the chef, unless it was an open kitchen that showed the chef to the customer. Otherwise, customers could rarely see the image of the chef directly, so the image of the chef had no positive correlation with the customer loyalty of the restaurant.

Hypothesis 4, restaurant environment had positive relationship with customer loyalty. The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which

accepted hypothesis. A restaurant needed to provide a safe and comfortable environment for customers to enjoy their meals (Kanyan et al., 2016). Bitner (1990) proposed that environmental factors could affect consumers' perceptions of the performance of service providers, as well as customers' expectations regarding quality, because "Dian Dou De" restaurant environment was the environment of an ordinary restaurant and didn't innovate in the dining environment and remained the same as before, when consumers chose to eat in "Dian Dou De" restaurant. According to previous studies of Bai et al. (2019), restaurant environment was related to customer loyalty perception. As a whole, the findings were in accordance with the studies in which consumers considered cleanliness as one of the most important factors influencing safety.

Hypothesis 5, restaurant images had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. For example, in a quick-service restaurant setting, Ryu et al. (2008) found that restaurant image was a significant predictor of loyal behaviors (revisit and willingness to recommend). According to previous studies of Bai et al. (2019), restaurant image was related to customer loyalty perception. The subsection of "restaurant images" scored the lowest. In addition, whether a restaurant decorated luxuriously had relatively less influence on the consumers' evaluation of its food safety level which informed the Chinese restaurants to prevent overestimating the

importance of decoration when consumers evaluated food safety. In addition, in the Chinese consumer group, people paid more attention to other factors of the restaurant, rather than the image of the restaurant.

Hypothesis 6, atmospheric factor had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. By appropriately using these atmospheric attributes, restaurants not only inspired positive word-of-mouth feedback but also increased patrons dining satisfaction and influenced their behavioral intentions with respect to their willingness to pay more for their food (Heung & Gu, 2012). Since ambiance was recognized to be an integral part of the restaurant service. The better atmosphere a restaurant had, the higher customer loyalty would be. This point was also included in this study. Peng et al. (2017) proposed that the atmosphere of a restaurant could influence the positive emotions of customers as well as the negative emotions of diners.

Hypothesis 7, food image had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that atmospheric factor had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. Previous research argued that product quality contributes to loyalty (Ha & Jang, 2010). In this aspect, the researcher observed that most of the customers who come to the restaurant were very concerned about the image of the food, which could stimulate their appetite and make them more active in the restaurant. A. Chen and

Peng (2018) made a study on food image that had a direct influence on food satisfaction and culinary experience. It was suitable for this research because it explored consumers' preexisting image perceptions toward a city's food scene and culinary culture from different angles. Furthermore, Namkung and Jang (2010) argued that indicators of food quality included freshness, healthiness, tastiness and food presentation. S-O-R theory emphasized that the development of the internal evaluation process of the organism was triggered by a stimulus, which in turn influenced response. From the perspective of this theory, food quality factors, such as taste, shape, and appearance of food as a stimulus, might influence customers' internal evaluations, which in turn increased their willingness to revisit organic food restaurants. Previous research argued that product quality contributed to customer loyalty (Ha & Jang, 2010).

Hypothesis 8, by using Multiple Regression Analysis, the result showed that food image, atmospheric factor, service quality, restaurant environment had positive affect towards customer loyalty at statistically significant level of .01. In the restaurant industry, customer loyalty meant that customers might continue to eat regularly at the restaurant, and show a long-term desire to eat at the restaurant (Ha & Jang, 2010). Peng et al. (2017) studied the influence of restaurant stimuli (service staff, other customers, food quality and atmospheric) on diners' emotions and loyalty to restaurants. This result also supported previous research, so enhancing these positive factors could improve customer satisfaction and thus customer loyalty. For other

reasons which were different from previous studies, we provided effective management suggestions for restaurants based on positive factors, so that restaurants could make targeted and specific changes to improve customer loyalty and achieve the desired results.

5.3 Recommendations for Managerial Implication

As for managerial implication, this study was of benefit to the catering industry. The market share of the catering industry was no longer a measurement of whether the catering enterprise was profitable or not. The number of loyal customers was a decisive winner to the enterprise. In terms of bringing profits to enterprises, customer loyalty was more important than market share. The expanding discussion and research aimed at the restaurant and the influencing factors of the restaurant to customer loyalty. Also, according to the above discussion, the results of the study showed that the most positive factors that affected customer loyalty of ate at “Dian Dou De” restaurants were food image, atmospheric factor, service quality and restaurant environment respectively.

The catering enterprises should not only provide customers with good food image and healthy food, but also change their menu constantly, because consumers would tend to seek for food which was novel and changeable. It was known that food image played an important role in customers’ choice. Thus, it was suggested that the catering enterprises should replace the dishes and improve the images of food

constantly to meet the customers' expectations, which would be conducive to let customers think that the restaurant was full of vitality. In this way, the customers would frequently go to the restaurant and became loyal customers.

In any situation, atmosphere factor was crucial. In China, most consumers cared about restaurant atmosphere. For example, on the basis of guaranteeing service quality, restaurants could provide family-friendly service to customers. Human beings took the family as the basic unit of life. As soon as they came to the world, they grew up in the family unit, got along with their biological parents day and night, and lived with other family members. The cohesion of family life was affection which couldn't be cut off by any power. No matter where and when, even if it was far away, all people wanted to reunite or gave a bless to their family members every festival and holiday. Affection showed its incomparable strengths. People wanted to go home to have a meal and enjoyed the happiness in family all the time. On the basis of this understanding, it was advisable for catering enterprises to retain customers and cultivate customer loyalty by creating a kind of family atmosphere for customers, treating customers as relatives and providing customers with this kind of kinship service.

It was necessary to pursue constant innovation on service quality and provide high quality service as consumers personalized demand increased. The catering enterprise should not only provide high quality food, but also be able to provide good services with sincere affection so as to retain customers and make them become loyal

customers. Today would be the era of exquisite quality, so the service quality would be the life of catering enterprise and the source of corporation profits. The excellent quality of service which would be the key to retain customers. In order to offer high-quality service, the service personnel of the enterprise should obey the enterprise's rules, regulations and service commitments. Moreover, they should present their warm greetings to customers, show sweet smiles to customers who put forward opinions, carefully listen to the requirements of customers, and try to meet all requirements.

At the same time, catering enterprises could also create restaurant environment, novel and comfortable restaurant environment beyond customers' expectations through tangible facilities which might influence customer expectations. For example, the table and chair in the refurbished hotel, the toilet and the ground were kept clean and dry, which would make people feel the plot regularly. Meanwhile, catering enterprises could help customers to recall those good times in the past through nostalgic building decoration with typical characteristics at that time. The warm environment could bring a sense of emotional touch to customers. At the same time, it was better for customers to avoid blindness; otherwise customers' psychological expectations would be rather high. If enterprises couldn't achieve their psychological expectations, customers might be considerably dissatisfied. Therefore, it was advocated that enterprises should provide attractive and reasonable publicity considering customers' expectations in order to meet the expectations of customers.

Customers would be satisfied, and then continue to patronize and became loyal customers of catering enterprises.

5.4 Recommendation for Further Research

The theoretical framework of this study was based on the literature review, and the study adopted the method of questionnaire survey, trying to be objective and rigorous. But the whole process had certain limitations. The “Dian Dou De” questionnaire at restaurant and empirical study was limited by some factors, such as time, manpower and comprehensive cost, sample selection and acquisition. Besides, there was no detailed discussion on customer loyalty of other catering enterprises, so this research had some limitations in practical significance. In the distribution of questionnaires, the randomness of sampling samples should be achieved as much as possible. However, due to the limitations of the number of samples and distribution area, the universality of the conclusions might still be insufficient. Additionally, as for the questionnaires, some respondents commented that there were some questionnaire items that looked quite similar, and some of the respondents were students at the same time, so if the focus was on a bigger sample population, the results could be more accurate. Therefore, in the future studies, a wider range of people should be studied in order to more comprehensively understand the positive factors affecting customer loyalty. In addition, food safety factors should also be analyzed in the further research, because food safety was an increasing concern which could let consumer eat at ease.

Thus, food safety factors might have a great impact on customer loyalty in the future.

This method could provide suggestions to improve customer loyalty in the restaurant.

For factor analysis, this research detected that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The questions that were not exceeded factor loading value were question 2 (FQ2): I liked to eat at “Dian Dou De” restaurants because the restaurants served tasty food.

In addition, it was worth noting the randomness of catering service enterprise of customer groups and highly flexible uniqueness, food and beverage market competition. Catering service firms would be constantly on the way to build customer loyalty and would be confronted with new problems and challenges. The restaurants should make use of practical experience on customers' behavior to make a comprehensive summary, so that they could take advantage over and win customer loyalty and stand in an impregnable place in the market competition.

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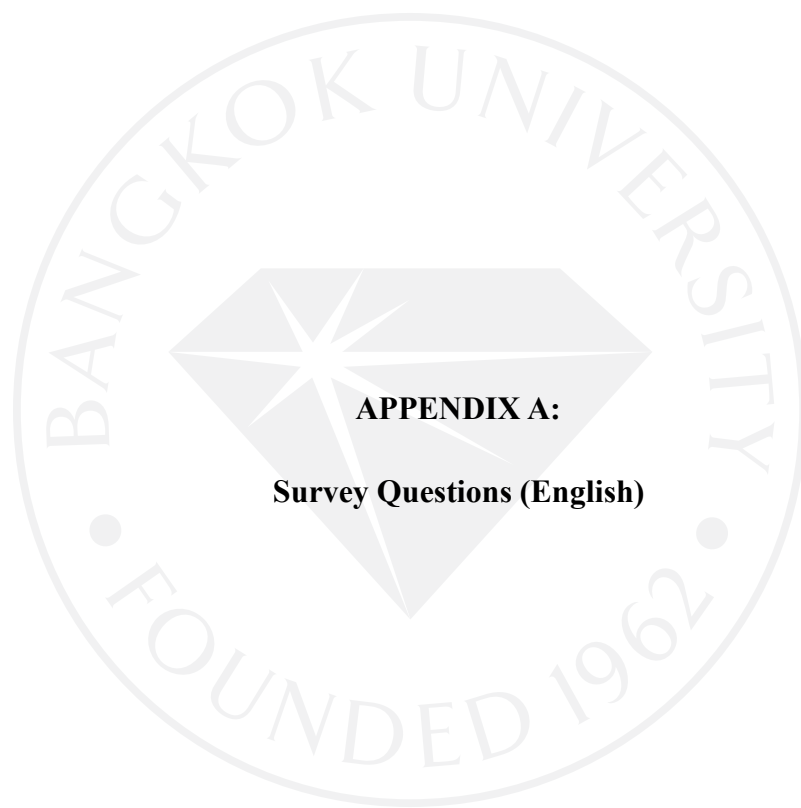
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มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

On

Factors affecting customer loyalty to eat at “Dian Dou De” restaurants of the
customers in Guangzhou of China

Instruction: Objective of this survey is to collected data for use in Master of Business Administration research, Bangkok University. The result of this research will be benefit to the restaurants. In this regard, cooperation from the respondents is needed. I, XIYUAN JIANG, Master’s degree of Business Administration student from Bangkok University thankfully for your cooperation

Instruction: Please answer the following question and put ✓ in that matches you most.

1. Gender

1) Male

2) Female

2. Age

1) From 18 to 23 years

2) 24–29 years old

3) Over 30years old

3. Status

- 1) Single 2) Married 3) Divorced/ Widowed/ Separated

4. Level of education

- 1) Under Bachelor Degree 2) Bachelor Degree
3) Master Degree 4) Doctorate Degree
5) Others, Please Specify

5. Monthly income

- 1) Less than and equal to 1,000 Yuan 2) 1,001–2,000 Yuan
3) 2,001– 3,000 Yuan 4) 3,001–4,000 Yuan
5) 4,001–5,000yuan 6) More than 5,000 Yuan

6. How often do you eat at “Dian Dou De” restaurants ?

- 1) Less than once a month 2) 2-3 times a month
3) 2-3 times a week 4) More than 3 times a week

7. What time do you usually choose to go to “Dian Dou De” restaurants?

- 1)Morning 2) Noontime
3) Evening 4) Anytime

8. Which day will you choose to go to “Dian Dou De” restaurants?

- 1) Monday 2) Tuesday
3) Wednesday 4) Thursday
5) Friday 6) Saturday
7) Sunday

9. How much would you pay at “Dian Dou De” restaurants each visit?

- 1) Low consumption (0-200 Yuan)
- 2) Midrange consumption (201-500 Yuan)
- 3) High-end consumption (more than 500 Yuan)

10. What kinds of food do you order at “Dian Dou De” restaurants?

- 1) Hot Dishes
- 2) Cold Dishes
- 3) Main Food and Snacks
- 4) Soups, Congees and Casseroles

11. How many persons going to “Dian Dou De” restaurants each time?

- 1) Only 1 person
- 2) 2-3 persons
- 3) 4-6 persons
- 4) More than 6 persons

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Service Quality						
1	I like to eat at “Dian Dou De” restaurants because the employee provide a thorough service.					
2	I like to eat at “Dian Dou De” restaurants because the employee provides satisfactory service.					
3	I like to eat at “Dian Dou De” restaurants because the employees were reliable.					
4	I like to eat at “Dian Dou De” restaurants because the employees are professional.					
Food quality						
1	I like to eat at “Dian Dou De” restaurants because the food presentation is visually attractive.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
2	I like to eat at “Dian Dou De” restaurants because the restaurants serve tasty food.					
3	I like to eat at “Dian Dou De” restaurants because the restaurants offer fresh food					
4	I like to eat at “Dian Dou De” restaurants because the restaurants offer healthy options.					
Chefs’ image						
1	I like to eat at “Dian Dou De” restaurants because the chefs’ explain their food preparation methods and the uniqueness of each dish.					
2	I like to eat at “Dian Dou De” restaurants because of the chefs’ are innovative.					
3	I like to eat at “Dian Dou De” restaurants because the chefs’ have good aesthetics sense.					
4	I like to eat at “Dian Dou De” restaurants because the chefs’ have good interpersonal skills.					
Restaurant environment						
1	I choose to eat at “Dian Dou De” restaurants					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
	because of the cleanliness of the area in the restaurants.					
2	I choose to eat at “Dian Dou De” restaurants because of the cleanliness of the chairs.					
3	I choose to eat at “Dian Dou De” restaurants because of the cleanliness of the toilets.					
4	I choose to eat at “Dian Dou De” restaurants because of the cleanliness of the exterior in the restaurants.					
Restaurant images						
1	I choose to eat at “Dian Dou De” restaurants because this restaurant has good reputation.					
2	I choose eat at “Dian Dou De” restaurants, because I prefer a well-known brand.					
3	I prefer “Dian Dou De” restaurants because the menus Have wide variety of choices.					
4	I choose to eat at “Dian Dou De” restaurants, because I like larger scales restaurants.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Atmospheric factor						
1	I like to eat at “Dian Dou De” restaurants because the restaurants’ decorations are impressive.					
2	I like eat at “Dian Dou De” restaurant because the restaurants’ interior designs are appealing.					
3	I like to eat at “Dian Dou De” restaurants because the restaurants’ atmosphere is luxurious.					
4	I like eat at “Dian Dou De restaurant because the restaurant’s atmosphere is active.					
Food image						
1	I like eat at “Dian Dou De restaurants because the restaurants have a lot of traditional food.					
2	I like eat at “Dian Dou De restaurants because the restaurants have a lot of local food specialties.					
3	I like eat at “Dian Dou De restaurants because the restaurants have a variety of ethnic food.					

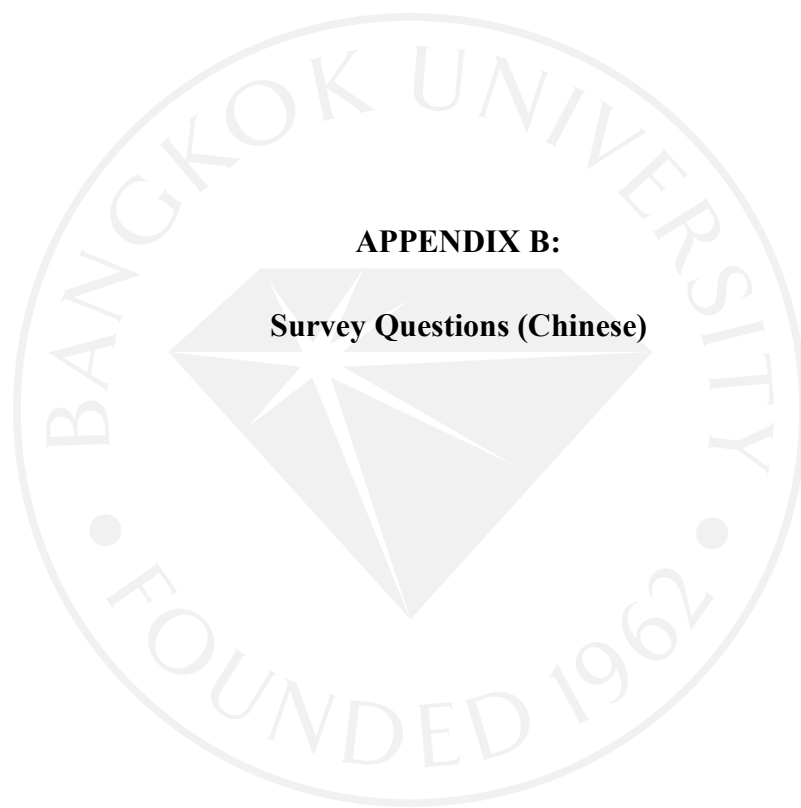
		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
4	I like eat at “Dian Dou De” restaurants because the restaurants have many cooking methods.					
Customer loyalty						
1	I would like to come back to “Dian Dou De” restaurants in the future.					
2	I plan to revisit “Dian Dou De” restaurants in the future.					
3	I would recommend “Dian Dou De” restaurant to my friends or others.					
4	I enjoy staying at “Dian Dou De” restaurants.					

Please recommend other factors that might positively affect customer going to”Dian Dou De” restaurant.

Thank you for your cooperation

Miss Xiyuan Jiang

E-Mail: xiyuan.jian@bumail.net



APPENDIX B:

Survey Questions (Chinese)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Chinese version

问卷调查

大家好，我是曼谷大学的研究生。为了透彻了解顾客外出“点都德”餐厅就餐的积极因素，也作为毕业论文的一部分从而展开市场数据调查收集资料。希望能占用各位的一点时间填写问卷，问卷采用匿名调查并且仅限于本论文使用，谢谢大家。

第一部分：请选择最符合您情况的选项。

1. 您的性别。

- 1) 男 2) 女

2. 您的年龄。

- 1) 18-23 岁 2) 24-29 岁

- 3) 30 岁以上

3. 您的婚姻状况。

- 1) 未婚 2) 已婚

- 3) 离婚

4. 您的教育程度。

- 1) 本科 2) 硕士
 3) 博士 4) 其他

5. 您每月的收入是：

- 1) 1000 元及以下 2) 1001-2000 元
 3) 2001-3000 元 4) 3001-4000 元
 5) 4001-5000 元 6) 5000 元以上

6. 您一般选择去“点都德”餐厅的频率是多少？

- 1) 少于一月一次 2) 一月两到三次
 3) 一周两到三次 4) 一周超过三次

7. 您通常选择什么时间点去“点都德”餐厅？

- 1) 早上 2) 中午
 3) 晚上 4) 任何时间

8. 您会选择哪一天去“点都德”餐厅？

- 1) 星期一 2) 星期二
 3) 星期三 4) 星期四
 5) 星期五 6) 星期六
 7) 星期日

9. 您每次在“点都德”用餐大概会消费多少？

- 1) 低档消费（0-200 元） 2) 中档消费（201-500 元）
 3) 高档消费（500 元以上）

10. 您喜欢在“点都德”餐厅点什么类型的菜？

- 1) 热菜类 2) 凉菜类
- 3) 汤羹粥煲类 4) 主食和小吃

11. 您通常几个人一起去“点都德”餐厅？

- 1) 只有一个人 2) 2-3 人
- 3) 4-6 人 4) 6 人以上

第二部分：请选择最符合您个人感受的程度（5 和 1 分别代表认可度最高和最低）

		认可感受程度				
		很高 (5)	高 (4)	一般 (3)	低 (2)	很低 (1)
服务质量						
1	我喜欢在“点都德”餐厅吃饭，因为那里的工作人员提供周到的服务。					
2	我喜欢在“点都德”餐厅吃饭，因为那里的员工提供了令人满意的服务。					
3	我喜欢在“点都德”餐厅吃饭，因为那里的工作人员很可靠。					

		认可感受程度				
		很高 (5)	高 (4)	一般 (3)	低 (2)	很低 (1)
4	我喜欢在“点都德”餐厅吃饭，因为那里的工作人员很专业。					
食品质量						
1	我喜欢在“点都德”餐厅吃饭，因为那里的食物在视觉上很有吸引力。					
2	我喜欢在“点都德”餐厅吃饭，因为餐厅提供美味的食物。					
3	我喜欢在“点都德”餐厅吃饭，因为餐厅提供新鲜的食物。					
4	我喜欢在“点都德”餐厅吃饭，因为这家餐厅提供健康的选择。					
厨师形象						
1	我喜欢在“点都德”餐厅吃饭，因为厨师解释他/她的食物制作方法和每道菜的独特性。					
2	我喜欢在“点都德”餐厅吃饭，因为厨师创新。					

		认可感受程度				
		很高 (5)	高 (4)	一般 (3)	低 (2)	很低 (1)
3	我喜欢在“点都德”餐厅吃饭，因为厨师有很好的美感。					
4	我喜欢在“点都德”餐厅吃饭，因为厨师有很好的人际交往能力。					
餐厅环境						
1	我选择在“点都德”餐厅吃饭，因为那里的地面很干净。					
2	我选择在“点都德”餐厅吃饭，因为那里的椅子很干净。					
3	我选择在“点都德”餐厅吃饭，因为那里的厕所很干净。					
4	我选择在“点都德”餐厅吃饭，因为餐厅的外观很干净。					
餐厅形象						
1	我选择在“点都德”餐厅吃饭，因为这家餐厅有很高的声誉。					
2	我选择在“点都德”餐厅，我更喜欢知名品牌。					

		认可感受程度				
		很高 (5)	高 (4)	一般 (3)	低 (2)	很低 (1)
3	我更喜欢“点都德”餐厅，因为菜单上有价格。					
4	我选择在“点都德”餐厅吃饭，我喜欢更大的规模。					
气氛						
1	我喜欢在“点都德”餐厅吃饭，因为餐厅的装修令人印象深刻。					
2	我喜欢在“点都德”餐厅吃饭，因为这家餐厅的室内设计很吸引人。					
3	我喜欢在“点都德”餐厅吃饭，因为餐厅的气氛很豪华。					
4	我喜欢在“点都德”餐厅吃饭，因为那里的气氛很活跃。					
食品形象						
1	我喜欢在“点都德”餐厅吃饭，因为这家餐厅有很多传统的食物。					
2	我喜欢在“点都德”餐厅吃饭，因为这家餐厅有很多当地的特色美					

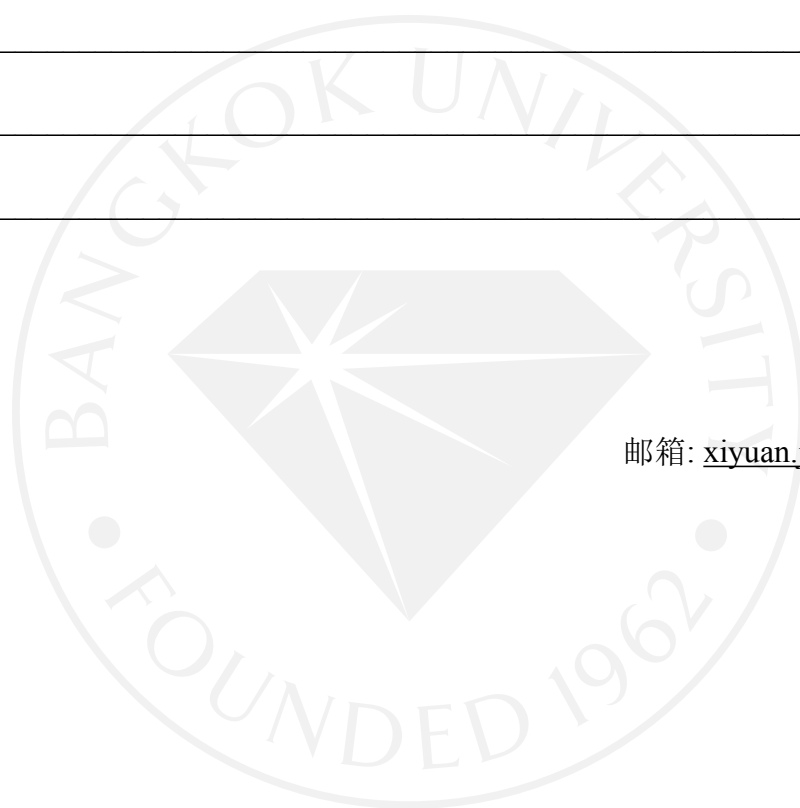
		认可感受程度				
		很高 (5)	高 (4)	一般 (3)	低 (2)	很低 (1)
	食。					
3	我喜欢在“点都德”餐厅吃饭，因为这家餐厅有各种各样的民族食物。					
4	我喜欢在“点都德”餐厅吃饭，因为这家餐厅有很多烹饪方法。					
顾客忠诚度						
1	我未来会愿意回到“点都德”餐厅。					
2	我有计划在未来回到“点都德”餐厅。					
3	我会向我的朋友或者其他人推荐“点都德”餐厅。					
4	我很喜欢呆在“点都德”餐厅。					

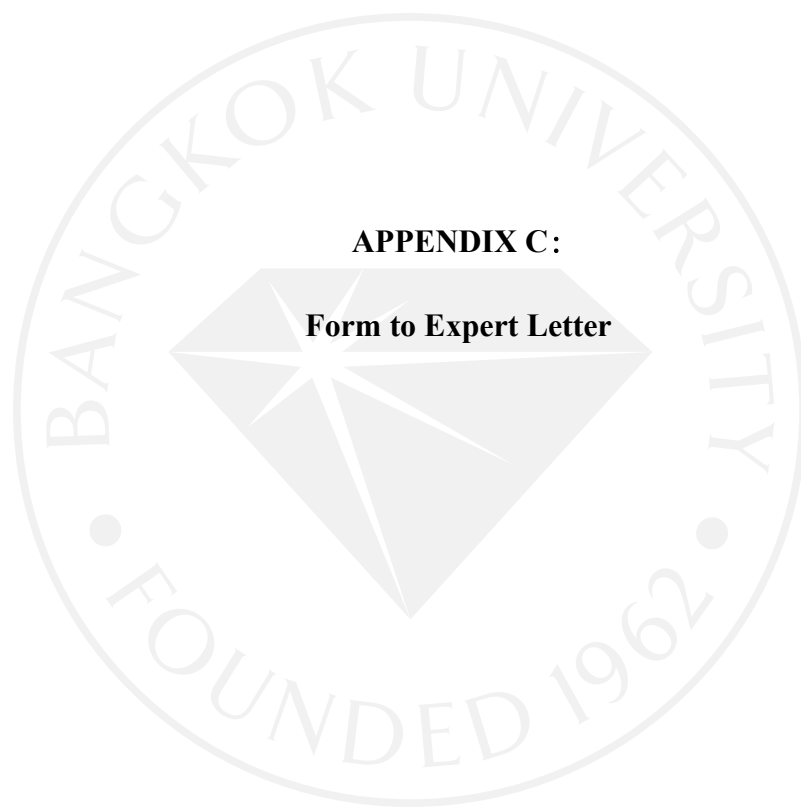
请推荐其他可能对顾客去“点都德”餐厅的产生积极影响的因素.

感谢您的支持

蒋希媛

邮箱: xiyuan.jian@bumail.net





APPENDIX C:

Form to Expert Letter

4288/329 Aspire Rama4 Rd
Prakanong, Kloytoei, Bangkok 10110
E-mail: xiyuan.jian@bumail.net
January 25, 2020

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs,
Advisor, Bangkok University

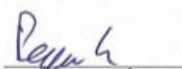
I, Xiyuan Jiang, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors affecting customer loyalty to eat at "Dian Dou De" restaurants of customers in Guangzhou of China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature

(Penjira)

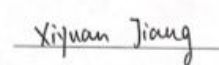
Advisor



Signature

(Xiyuan Jiang)

Researcher



4288/329 Aspire Rama4 Rd

Prakanong, Kloytoei , Bangkok 10110

E-mail: xiyuan.jiang@bumail.net

June 15, 2019

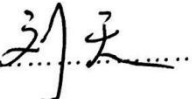
Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Tian Liu

Birector of the administrative department, "Diandude" restaurants

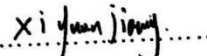
I, Xiyuan Jiang , a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factor positively affecting customer loyalty of college students to eat at "Diandude" restaurant in Guangzhou China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Tian Liu)

Expert

Signature

(Xiyuan Jiang)

Researcher

4288/329 Aspire Rama4 Rd

Prakanong, Kloytoei , Bangkok 10110

E-mail: xiyuan.jiang@bumail.net

June 15, 2019

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Baicheng Feng

Branch manager, Chenclan temple restaurants

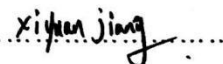
I, Xiyuan Jiang , a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factor positively affecting customer loyalty of college students to eat at "Diandude" restaurant in Guangzhou China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Baicheng Feng)

Expert

Signature

(Xiyuan Jiang)

Researcher

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
Service Quality (SQ) (Peng et al., 2017)	SQ1: The employee at “Dian Dou De” restaurants provide a thorough service.	SQ1: I like to eat at “Dian Dou De” restaurants because the employee provide a thorough service.	我喜欢在 “点都德”餐 厅吃饭， 因为那里 的工作人 员提供周 到的服务。			
	SQ2: The employee at “Dian Dou De” restaurants provides a satisfactory service.	SQ2: I like to eat at “Dian Dou De” restaurants because the employee provides	我喜欢在 “点都德”餐 厅吃饭，因 为那里的 员工提供 了令人满 意的服务。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		satisfactory service.				
	SQ3: The employee at “Dian Dou De” restaurants is reliable.	SQ3: I like to eat at “Dian Dou De” restaurants because the employees are reliable.	我喜欢在 “点都德”餐 厅吃饭，因 为那里的 工作人员 很可靠。			
	SQ4: The employee at “Dian Dou De” restaurants is professional .	SQ4: I like to eat at “Dian Dou De” restaurants because the employees are	我喜欢在 “点都德”餐 厅吃饭，因 为那里的 工作人员 很专业。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		professional .				
Food quality (FQ) (Peng et al., 2017)	FQ1: At “Dian Dou De” restaurants Food presentation is visually attractive.	FQ1: I like to eat at “Dian Dou De” restaurants because the food presentation is visually attractive.	我喜欢在 “点都德”餐 厅吃饭， 因为那里 的食物在 视觉上很 有吸引 力。			
	FQ2: At “Dian Dou De” restaurants serves tasty food.	FQ2: I like to eat at “Dian Dou De” restaurants because the	我喜欢在 “点都德”餐 厅吃饭， 因为餐厅 提供美味 的食物。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		restaurants serve tasty food.				
	FQ3: At “Dian Dou De” restaurants offer fresh food	FQ3: I like to eat at “Dian Dou De” restaurants because the restaurants offer fresh food	我喜欢在 “点都德”餐 厅吃饭， 因为餐厅 提供新鲜 的食物。			
	FQ4: At “Dian Dou De” restaurants offer healthy	FQ4: I like to eat at “Dian Dou De” restaurants because the	我喜欢在 “点都德”餐 厅吃饭， 因为这家 餐厅提供 健康的选			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
	options.	restaurants offer healthy options.	择。			
Chefs' image (CI) (Peng et al., 2017)	CI1: At "Dian Dou De" restaurants the chef explains their food preparation method and the uniqueness of each dish.	CI1: I like to eat at "Dian Dou De" restaurants because the chefs' explain their food preparation methods and the uniqueness of each	我喜欢在“点都德”餐厅吃饭，因为厨师解释他/她的食物制作方法和每道菜的独特性。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		dish.				
	CI2: At “Dian Dou De” restaurants the chef is innovative	CI2: I like to eat at “Dian Dou De” restaurants because of the chefs’ are innovative.	我喜欢在 “点都德”餐 厅吃饭， 因为厨师 创新。			
	CI3: At “Dian Dou De” restaurants the chef has good aesthetics sense.	CI3: I like to eat at “Dian Dou De” restaurants because the chefs’ have good	我喜欢在 “点都德”餐 厅吃饭， 因为厨师 有很好的 美感。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		aesthetics sense.				
	CI4: At “Dian Dou De” restaurants the chefs’ have good interpersona l skills.	CI4: I like to eat at “Dian Dou De” restaurants because the chefs’ have good interpersona l skills.	我喜欢在 “点都德”餐 厅吃饭， 因为厨师 有很好的 人际交往 能力。			
Restaurant environmen t (RE) (Bai et al., 2019)	RE1: “Dian Dou De” restaurants Cleanliness of the ground.	RE1: I choose to eat at “Dian Dou De” restaurants because of	我选择在 “点都德”餐 厅吃饭， 因为那里 的地面很 干净。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		the cleanliness of the area in the restaurants.				
	RE2: “Dian Dou De” restaurants Cleanliness of the chairs.	RE2: I choose to eat at “Dian Dou De” restaurants because of the cleanliness of the chairs.	我选择在 “点都德”餐 厅吃饭， 因为那里 的椅子很 干净。			
	RE3: “Dian Dou De” restaurants	RE3: I choose to eat at “Dian	我选择在 “点都德”餐 厅吃饭，			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
	Cleanliness of the toilets.	Dou De” restaurants because of the cleanliness of the toilets.	因为那里 的厕所很 干净。			
	RE4: “Dian Dou De” restaurants Cleanliness of exterior.	RE4: I choose to eat at “Dian Dou De” restaurants because of the cleanliness of the exterior in the	我选择在 “点都德”餐 厅吃饭， 因为餐厅 的外观很 干净。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		restaurants.				
Restaurant images (RI) (Bai et al., 2019)	RI1: Reputation at the "Dian Dou De" restaurants.	RI1: I choose to eat at "Dian Dou De" restaurants because this restaurant has good reputation.	我选择在 “点都德”餐 厅吃饭， 因为这家 餐厅有很 高的声 誉。			
	RI2: Whether at "Dian Dou De" restaurants is a chain of a well-known	RI2: I choose eat at "Dian Dou De" restaurants, because I prefer a well-known	我选择在 “点都德”餐 厅，我更 喜欢知名 品牌。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
	brand.	brand.				
	RI3: At “Dian Dou De” restaurants Price of menu.	RI3: I prefer “Dian Dou De” restaurants because the menus Have wide variety of choices.	我更喜欢 “点都德”餐 厅，因为 菜单上有 价格。			
	RI4: Scales at the “Dian Dou De” Restaurants.	RI4: I choose to eat at “Dian Dou De” restaurants, because I like larger	我选择在 “点都德”餐 厅吃饭，我 喜欢更大 的规模。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		scales restaurants.				
Atmospheric factor (A) (Peng et al., 2017)	A1: "Dian Dou De" restaurants decorations are impressive.	A1: I like to eat at "Dian Dou De" restaurants because the restaurants' decorations are impressive.	我喜欢在“点都德”餐厅吃饭，因为餐厅的装修令人印象深刻。			
	A2: "Dian Dou De" restaurants interior design are appealing.	A2: I like eat at "Dian Dou De" restaurant because the restaurants interior	我喜欢在“点都德”餐厅吃饭，因为这家餐厅的室内设计很吸引人。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		design is appealing.				
	A3: "Dian Dou De" Restaurants atmosphere is luxurious	A3: I like to eat at "Dian Dou De" restaurants because the restaurants' atmosphere is luxurious.	我喜欢在 “点都德”餐 厅吃饭， 因为餐厅 的气氛很 豪华			
	A4: "Dian Dou De" restaurants atmosphere is active.	A4: I like eat at "Dian Dou De" restaurants because the restaurant's atmosphere is active.	我喜欢在 “点都德”餐 厅吃饭， 因为那里 的气氛很 活跃。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
Food image (FI) (A. Chen & Peng, 2018)	FI1: “Dian Dou De” restaurants have a lot of traditional food.	FI1: I like eat at “Dian Dou De” restaurants because the restaurants have a lot of traditional food.	我喜欢在 “点都德”餐 厅吃饭， 因为这家 餐厅有很 多传统的 食物。			
	FI2: “Dian Dou De” restaurants have a lot of local food specialties.	FI2: I like eat at “Dian Dou De” restaurants because the restaurants have a lot of local	我喜欢在 “点都德”餐 厅吃饭， 因为这家 餐厅有很 多当地的 特色美 食。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		food specialties.				
	FI:3”Dian Dou De” restaurants has a variety of ethnic food.	FI3: I like eat at “Dian Dou De” restaurants because the restaurants have a variety of ethnic food.	我喜欢在“点都德”餐厅吃饭，因为这家餐厅有各种各样的民族食物。			
	FI4: “Dian Dou De” restaurants have are many cooking methods.	FI4: I like eat at “Dian Dou De” restaurants because the restaurants have many	我喜欢在“点都德”餐厅吃饭，因为这家餐厅有很多烹饪方法。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
		cooking methods.				
Customer loyalty (CL) (Peng et al., 2017)	CL1: I would like to come back to “Dian Dou De” restaurants in the future.	CL1: I would like to come back to “Dian Dou De” restaurants in the future.	我未来会 愿意回到 “点都德”餐 厅。			
	CL2: I plan to revisit “Dian Dou De” restaurants in the future.	CL2: I plan to revisit “Dian Dou De” restaurants in the future.	我有计划 在未来回 到“点都德” 餐厅。			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points
	CL3: I would recommend “Dian Dou De” restaurants to my friends or others.	CL3: I would recommend “Dian Dou De” restaurants to my friends or others.	我会向我 的朋友或 者其他人 推荐“点都 德”餐厅。			
	CL4: I enjoyed stay at “Dian Dou De” restaurants.	CL4: I enjoy staying at “Dian Dou De” restaurants.	我很喜欢 呆在“点都 德”餐厅。			

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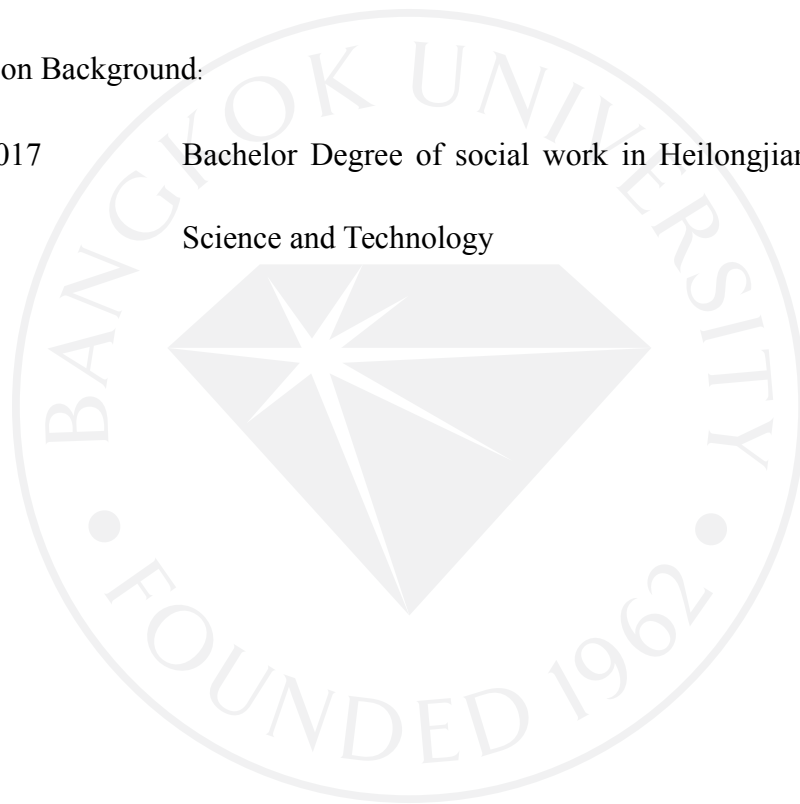
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