

The Comparative Study of Cross Strait Customer Satisfaction & Preference to Customer Loyalty - Food & Beverage Industry

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ABSTRACT

Previously, a large number of studies into restaurant-customer satisfaction, loyalty and preference have been undertaken. However, no one has made a comparative study between consumers on either side of the Taiwan Strait, to account for the different influences experienced in Taiwan and China. This study attempts to address this shortcoming by a questionnaire investigation into cross-strait customer satisfaction, preference and loyalty. In this study, 500 questionnaires have been sent to general restaurants:- half to Taiwan, half to China. In total, 413 questionnaires were returned, giving a valid return rate of 82.4%. The results of the questionnaire have been analysed and indicate the following: 1. Customer satisfaction has a great influence on customer loyalty. 2. Personal preferences of individual customers in Taiwan interfere with the relationship between customer satisfaction and loyalty. 3. The services will influence the customer loyalty when customer's taste changeable in China's restaurant. 4. The level of emphasis on customer satisfaction is different between Taiwan and China. The economic revolution, open market, increase in income and rise in consumer spending and an increase in consumer rights, make China's restaurant-market even more competitive. The study makes some suggestions for Taiwanese restaurant owners who want to invest in China.

Keywords : Customer Satisfaction ; Preference ; Customer Loyalty ; Food & Beverage Industry

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