

The Situational Effect on Consumer Satisfaction : A Case Study with Aboriginal Theme Restaurants in Taipei

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ABSTRACT

The experience economical era has approached, people do not go to restaurants only for eating anymore; on the contrary, they are putting more emphasis on the situational theme in the restaurants. Obviously, if the customers are satisfied with the experience in the situational theme restaurant, the willingness of repurchase will be elevated. Kotler (1973) stated that situational theme in the restaurants are related to the intention of repurchase. Therefore, it is essential to focus on customers' cognition on the issue of situational theme. This study is focused on the consumers of three aboriginal theme restaurants in Taipei. The data are obtained from 287 effective convenience samples and use the suit software SPSS for windows 10.0 to carry on analysis. The research is to explore what kind of the characteristics of consumer will go there and examined the difference situations (By factors analysis, there were three situational factors including physical, social, un-expected) of importance and satisfaction on consumer of characteristics. Importance-Performance Analysis(IPA) method is used to probe into the situational quality of aboriginal theme restaurants. The major findings of this reach are as follows: The major motivation to incite the consumers is to experience aboriginal culture in the aboriginal theme restaurants. The result shows that interviewers' differences on " marital status ", " media " and " partners " have much to do with three situational factors(physical, social, un-expected) of importance and satisfaction level. Problem finding and solving is one of success factors for Business. Therefore, we offer suggestions to operators of theme restaurants through IPA : Activities, like promotion and discount activities, need to be improved to approach high consumer satisfaction and repurchase intention.

Keywords : Theme restaurant ; Situational ; Satisfaction

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