

Customers Satisfaction and Loyalty of Composite Chain Restaurants—A Study in the Chang-Hauh Area

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ABSTRACT

From 2005 undertaking trend survey, catering trade has become enterpriser 's favor. Most people expect that the dining out market is rising, they raise the investment in these market, so that domestic catering trade grows every quarter. This research study the customer 's satisfaction and loyalty of Chunghai 's combination chain restaurants. The main purpose is to understand the variables of customer satisfaction and loyalty. The scope is five combination restaurants, and the target is five college students in Chunghai. Then we will provide the suggestion to these restaurant proprietor for reference base on the research result. This research use history paper, " Question Inquiry Method ", and " Multivariate Statistical Analysis " to analyze the collected questionnaire. From this research, we find that customer satisfaction will effect customer loyalty, and customer satisfaction and customer loyalty is positively correlated. " value sense " and " overall plan " of customer satisfaction influence " behavior loyalty " of the loyalty. Because its structure coefficient is a positive number, we can see that the higher " value sense " and " overall plan ", the stronger of the " behavior loyalty ". Finally, we suggest that the restaurant proprietor can stress on the improvement of above two benefit contribute to improve customer satisfaction, also improve its loyalty.

Keywords : combination chain restaurants ; loyalty ; Multivariate Statistical Analysis ; satisfaction

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