

Mediation of Customer Satisfaction and Customer Loyalty in Fast-Food Restaurants Aimed at Sustainable Growth

Binoy Chowdhury

MAHSA University, Malaysia

Email: mbaf18076139@mahsastudent.edu.my

ORCID iD: <https://orcid.org/0000-0002-3284-4350>

Rasheedul Haque

MAHSA University, Malaysia

Email: rasheedul@mahsa.edu.my

ORCID iD: <https://orcid.org/0000-0001-8170-5413>

Abdul Rahman bin S Senathirajah*

INTI International University, Malaysia,

*Correspondence Email Id:

arahman.senathirajah@newinti.edu.my

ORCID iD: <https://orcid.org/0000-0001-6044-9051>

Md. Ibrahim Khalil

MAHSA University, Malaysia

Email: mbaf19066254@mahsastudent.edu.my

ORCID iD: <https://orcid.org/0000-0002-8730-4730>

Saif Ahmed

Universiti Kebangsaan Malaysia

Email: p120810@siswa.ukm.edu.my

<https://orcid.org/0000-0002-9526-760X>

Hariharan N Krishnasamy

INTI International University, Malaysia,

Email: hariharan.samy@newinti.edu.my

Ganesh Ramasamy

INTI International University, Malaysia,

Email: ganesh.ramasamy@newinti.edu.my



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Businesses, particularly those in the food service sector, often use loyalty programmes as a tactic to retain customers and prevent them from switching to other rivals. However, there is limited evidence to suggest that this approach yields the expected results. The loyalty tactics of the fast-food industry appear to be ineffective. This study examines the physical environment, convenience, price and value, food quality, and speed of service as independent factors analysed in relation to consumer loyalty, with customer satisfaction as a mediator. This research study gathered data from 254 customers of fast-food restaurants using a quantitative cross-sectional approach. In fast-food enterprises, four key factors reliably indicate consumer satisfaction: meal quality, price, value, and service speed. Based on the results, it is recommended that fast-food chains focus on minimising costs, providing quick service, and ensuring food quality to enhance customer satisfaction and ensure long-term growth in the industry. Studies show a positive relationship between customer satisfaction and loyalty.

Keywords: Customer Loyalty, Customer Satisfaction, Fast-Food Restaurants, Service Speed.

Introduction

Establishing and maintaining a dedicated customer following hinges on positively impacting the customer's perception of value. Every service industry, including fast food establishments, aims to build a dedicated customer base through providing excellent food and service (Sochenda, 2021). Several important factors need to be considered to establish a customer-friendly environment (Nguyen et al., 2021). Ensuring that consumer needs are met is crucial for maintaining their loyalty. Returning customers are highly regarded by restaurant management and owners compared to occasional diners (Villanueva et al., 2023). Happy customers tend to stay loyal to a restaurant, reducing the need for heavy spending on advertising and promotions while still generating revenue. Bangladesh's consumer market ranks fortieth worldwide. In Bangladesh, the average annual income of a citizen exceeds \$1900 (or 1,61,500 BDT; BDT is the currency of Bangladesh). Bangladesh's involvement in the F&B industry began in the early 1990s, and by the early 2000s, the country was already familiar with multinational chains.

Fast food is encountering competition from fast casual restaurants and grocery shops, both of which are growing quickly (Syah et al., 2022). Fast casual establishments are experiencing faster growth compared to quick-service restaurants (Huda et al., 2021). Fast casual dining establishments are becoming a challenge for fast food restaurants. In 2016, fast casual businesses experienced an 8 percent rise in customer traffic, whereas quick service restaurants maintained a steady growth rate (Sochenda, 2022). In the current climate, restaurants place a high importance on customer loyalty as it has a direct impact on their financial performance. Research on customer loyalty in service industries is a relatively unexplored area (Dandis, Wallace-Williams, et al., 2023). Ensuring a loyal customer base is crucial for a successful customer relationship management plan. Professionals in the business management field, like market researchers, managers, and consultants, unanimously acknowledge the importance of keeping customers satisfied (Yapp & Tohari, 2021). Established companies experience an increase in returning customers who are happy with their products or services. Customer loyalty plays a crucial role in a company's success in the market. Instead of focusing on attracting new clients, it is more effective to put in more effort into keeping the existing ones (Ong et al., 2022). Given the high level of competition in the service industry and the growing focus on public service, businesses in this sector are prioritising customer retention.

In addition, the effectiveness of a restaurant hinges on the owner's capacity to recognise and resolve the factors that influence a customer's final dining choice (Achmadi et al., 2023). Consumers are looking for a comprehensive meal that fulfils all their desires and requirements (Islam et al., 2021). Restaurants in the food industry offer packaged meals with a variety of preferences (Slack et al., 2020). If the fast-food industry fails to meet customer demands, it may face closure soon. It's important to grasp customer satisfaction for effective resource allocation, strategic planning, and the smooth running of a restaurant in the chosen fast-food chain, as well as for long-term strategy. It will give frontline managers guidance on focusing on the most important aspects for consumers. This study examines the physical environment, convenience, price and value, food quality, and speed of service as independent factors in relation to consumer loyalty, with customer satisfaction as a mediator. This research study

gathered data from 241 customers of fast-food restaurants in a quantitative cross-sectional approach. Within fast-food establishments, four key factors reliably indicate consumer satisfaction: the quality of the meal, the price, the value, and the speed of service. Based on the research results, it is recommended that fast-food chains focus on reducing expenses, providing quick service, and ensuring high meal quality to enhance customer satisfaction and ensure long-term growth in the industry.

Literature Review

Customer Satisfaction

Customer satisfaction plays a crucial role in the growth of any business (Alkhaibari et al., 2023). Customer satisfaction is a direct indicator of business performance in the market. Strategies designed to enhance business performance should be continuously refined to ensure maximum customer satisfaction (Almansour & Elkrggli, 2023). Satisfied customers of any business are also recommending others to try out the product and service. In addition, customer satisfaction leads to customer loyalty, which is crucial for business growth according to Glaveli et al. (2023). In the business world, firms are constantly competing to meet customer needs, which ultimately drives business success (Abdou et al., 2022). Successful firms prioritise customer satisfaction, leading to superior performance compared to those that fail to meet customer needs.

Satisfaction

Ensuring customer satisfaction is crucial for success. Prior research employed a distinct model to examine the relationship between customer satisfaction and demographic and non-demographic traits (Waheed et al., 2022). Therefore, it is crucial for individuals in the food service industry to thoroughly understand the requirements of their customers. One of the potential definitions of satisfaction involves an individual's encounter with a purchased item or service (Tahtamouni, 2022). As per the study by Arshad Khan and Alhumoudi (2022), a disparity exists between the commitments made and the outcomes achieved. Islam et al. (2021) propose that customer satisfaction can be measured based on their personal evaluations of a product or service. A study conducted by Afroze et al. (2021) described customer satisfaction as the level of contentment a customer felt towards a company's products or services. From these definitions, it is evident that three main factors play a role in customer satisfaction.

Loyalty

Customer loyalty is crucial for the success of the "KSM for QSR" model. Meeting the patron's needs may not ensure their loyalty if they can find similar offerings from a competitor (Sochenda, 2021). However, current research offers substantial evidence connecting them. Sochenda (2022) suggests that business success hinges on ensuring customers depart feeling content with the service they received (Ababneh et al., 2022). Satisfied customers are more likely to come back and share their positive experience with others, which is crucial for a business's reputation. Hence, understanding client loyalty is crucial (Achmadi et al., 2023). A dedicated customer will consistently buy a company's core products regardless of external factors and competitive strategies. Brand loyalty is commonly described as the percentage of sales attributed to a specific brand over a period (Song et al., 2022). Nevertheless, some

scholars embrace a multifaceted, three-dimensional perspective, while others adhere to a more straightforward two-dimensional approach. In Nguyen's (2021) study, loyalty was identified as having two main aspects: an emotional connection to a product or service, and a set of actions such as repeat purchases, social networking, and recommending the product to others (Majid et al., 2021). When evaluating a customer's commitment, one aspect to consider is their likelihood to make additional purchases. On the other hand, in terms of attitude assessment, these characteristics are influenced by the customer's perspective (Akgunduz et al., 2023).

Restaurant Industry Service Components

Based on a review of relevant literature, the food service industry can be categorised into two primary sectors: food production and food delivery. In the restaurant industry, a complete meal service includes both the customer service experience and the physical components of food and infrastructure. Businesses in the food service industry offer a range of services to customers beyond just food (Syah et al., 2022) and customers have diverse needs. These criteria can manifest in physical, abstract, or a combination of both forms of delivery (Villanueva et al., 2023). Numerous studies over the years have examined customer perceptions of service quality in restaurants. An examination of relevant literature showcasing how the interaction between customers and staff plays a crucial role in determining customers' satisfaction with the services they receive. The model of this research is reported in Figure 1.

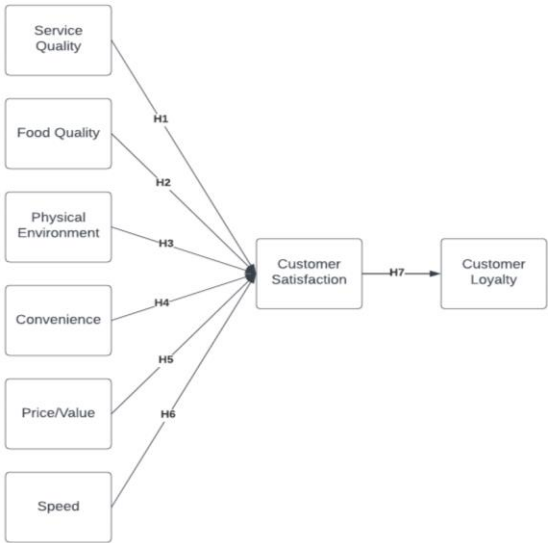


Figure 1: *Proposed Conceptual Model.*

Hypothesis Development

In a recent study, Yapp and Tohari (2021) found a connection between customers' views on a restaurant's value and their likelihood to come back. Patrons at informal dining establishments do not prioritise fast service (Gill et al., 2021). Due to this, the impact of service speed differs between full-service and quick-service restaurants (Ali et al., 2021). Customers experience service quality and assess it in comparison to other businesses' services (Martinez-Ruiz et al.,

2023). Service quality plays a crucial role in encouraging customers to make repeat purchases (Mulyawan et al., 2022). When individuals are deeply driven, they tend to prioritise making repeat purchases from the same company (Singh et al., 2022).

H1: *There is a significant relationship between the service quality and customer satisfaction.*

Several studies in the restaurant industry have indicated that customers are impacted by the quality of meals and drinks (Majid et al., 2021). Flavour, presentation, temperature, nutritional value, and menu diversity are just some of the factors suggested to evaluate the quality of a meal. Researchers like (Javed et al., 2021) have identified factors that are associated with the satisfaction of restaurant customers. In a study by Dandis, Al Haj Eid, et al. (2023), it was noted that customers consistently emphasise their choice for a particular meal type and food quality as crucial factors, regardless of circumstances.

H2: *There is a significant relationship between the food quality and customer satisfaction.*

Over half of American consumers consider a restaurant's environmental efforts before choosing where to eat fast food (Ganatra et al., 2021). Therefore, the ambiance of the restaurant is a crucial factor. Restaurants must update their buildings to enhance the customer experience and leave a lasting impression (Dandis, Al Haj Eid, et al., 2023). According to a study conducted by Singh et al. (2022), the physical environment was ranked second, just after the quality of the food provided. Given this, the atmosphere plays a crucial role in both full-service and fast-food dining establishments.

H3: *There is a significant relationship between the physical environment and customer satisfaction.*

People are generally happier when their requirements are fulfilled, and they value convenience as it helps them save time and energy. Many research studies have investigated the impact of accessibility on customers' satisfaction with their dining experiences. Emphasising user-friendly services has been shown to boost customer satisfaction (Yapp & Tohari, 2021). Factors like operating hours, parking amenities (Ali et al., 2021), and accessibility to public transportation are all key convenience factors in the restaurant sector. A majority of Americans take into account the proximity of parking when choosing a fast food or fast casual restaurant. No other researchers have delved into the significance of parking for customers. In this study, "accessibility" refers to the ease of reaching a restaurant using various modes of transportation, such as walking or driving. It is essential for a fast-food joint to prioritise accessibility to attract consumers.

H4: *There is a significant relationship between the convenience and customer satisfaction.*

Considering the importance customers place on cost, Sochenda (2022) suggests that fast food restaurants should prioritise it in their strategic planning. Understanding the correlation between the price of food and its perceived value is crucial for attracting customers (Ong et al., 2022). Understanding the relationship between price and value, and how these factors impact customer satisfaction, is crucial for this purpose.

Regarding food, "fair pricing" suggests that the restaurant's prices are similar to other nearby eateries offering similar food (Javed et al., 2021). Researchers have invested a significant amount of time and effort into examining the connection between price and value (Martinez-Ruiz et al., 2023). The cost and worth play a significant role in determining customer satisfaction (Mulyawan et al., 2022). Industry experts emphasise that cost and value are crucial factors in determining if a customer leaves content.

H5: *There is a significant relationship between the price to value and customer satisfaction.*

In the business world, companies often strive to outdo each other by not only offering competitive prices and high-quality products but also by being quick to meet consumer demands. The length of time it takes a restaurant to deliver a customer's order is what this study defines as "speed of service." According to Dandis, Wallace-Williams, et al. (2023), a patron's experience at a dining establishment begins upon arrival and concludes upon departure. Fast service in a restaurant usually leads to more satisfied customers. Customers at fast food restaurants expressed higher levels of satisfaction when their service times were shortened, indicating that this pattern may apply to various other service industries as well. In their study, Akgunduz et al. (2023) analysed the entire dining process by breaking it down into individual steps, including ordering, waiting for the meal, and settling the bill. The authors suggested that various waiting times could affect people's satisfaction levels differently. The authors discovered different effects occurring at various times for the same delay. Ganatra et al. (2021) found that customers tended to be more upset at the start and end of their restaurant visit but were more lenient if their meal was delayed. As a result, any delays in service delivery can undermine consumer confidence.

H6: *There is a significant relationship between the speed and customer satisfaction.*

The study by Syah et al. (2022) concentrated on the fast-food sector, whereas the other two studies analysed full-service restaurants and the overall restaurant industry. Research has demonstrated a strong connection between customer happiness levels and their loyalty to a specific brand. Customer satisfaction and loyalty are positively correlated (Huda et al., 2021). Several studies have investigated the relationship between satisfied customers and their return visits to fast food restaurants. We used structured equation modelling to illustrate a connection between happy customers and repeat business. In a recent study, Song et al. (2022) highlighted a positive relationship between happy customers and repeat business. The research conducted by Ababneh et al. (2022) supports the notion that satisfied customers tend to exhibit greater loyalty towards a brand. Both parties agreed that satisfied guests tend to become loyal customers in the hotel industry. Considering all the research mentioned above, there is significant evidence that satisfied customers result in returning business. Customers have different expectations for food and service at different types of restaurants. It is essential to consider the connection between satisfied customers and returning clientele, as well as the various types of dining establishments.

H7: *There is a significant relationship between the customer satisfaction and customer loyalty.*

Methodology

The study was based on quantitative data, examining the relationship between variables through a sample obtained from a Likert scale questionnaire. The data was gathered through an online survey in which 300 participants contributed responses that were verified. Yet, a sample of 254 respondents was deemed suitable for the findings of this study. The study utilised a convenience sampling method for data collection as it was deemed suitable and respondents were at ease with this approach. The questionnaire was structured into two parts: the demographic section and the section for Likert scale items. Respondents had to complete both sections of the questionnaire. They were assured that their personal information would not be shared with any third party, and the collected data would be used for this research only. The scale items for each variable were derived from previous studies following a thorough assessment. Each variable was measured using a one-dimensional scale that was selected for this study based on previous research results. For data analysis, the statistical software Smart PLS 4 was utilised. This tool was utilised to analyse the results of Partial Least Square – Structural Equation Modelling (PLS-SEM) as suggested by Hair et al. (2019). The measurement model and structural model results were utilised to evaluate the connections between the variables in this study.

Data Analysis

The research's data analysis relies on various sections. The document contains the demographic information of the participants along with statistical analysis for drawing inferential conclusions.

Demographics

For this research, 119 females and 134 males were involved. One participant did not provide information about their gender. Moreover, the age distribution of the participants was as follows: 7 respondents were aged 18-25 years, 116 were aged 26-35 years, 119 were aged 36-45 years, 11 were aged 46-55 years, and 1 was above 56 years old. In addition, 12 respondents had no formal education, 10 had primary education, 44 had secondary education, 96 had college education, 85 had degree education, and 7 were postgraduate. The data regarding the participants can be found in Table 1.

Table 1: Demographics Analysis.

	Construct	Frequency	Percent
Gender	Female	119	46.9
	Male	134	52.8
	Prefer not to say	1	.4
Age Group	18-25	7	2.8
	26 to 35	116	45.7
	36-45	119	46.9
	46-55	11	4.3
	56 and over	1	.4
Highest education qualification	No formal qualification	12	4.7
	Primary qualification	10	3.9
	Secondary qualification	44	17.3
	College qualification	96	37.8
	Degree	85	33.5
	Postgraduate	7	2.8

Reliability Analysis

The results of the reliability analysis were established based on Cronbach’s alpha, composite reliability, and average variance extracted (AVE). When the threshold of > 0.70 is met, the results from Cronbach’s alpha and composite reliability validate the internal consistency and reliability of the data (Cronbach, 1946, 1949; Tavakol & Dennick, 2011). Nevertheless, the results of AVE are deemed important when they exceed 0.50. The findings presented in Table 2 have confirmed the strong reliability of the data obtained in this study. At the same time, the factor loadings were also examined to assess the reliability of each item. The findings of factor loadings confirmed that all items achieved the threshold “factor loadings > 0.50” recommended by Alarcón et al. (2015). Hence, the reliability of the data was significantly achieved.

Table 2: Reliability Analysis.

			Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Convenience	CON1	1.316	0.883	0.919	0.740
	CON2	1.463			
	CON3	1.359			
Customer Loyalty	CL1	1.098	0.943	0.955	0.782
	CL2	1.357			
	CL3	5.173			
Customer Satisfaction	CS1	1.377	0.673	0.820	0.607
	CS2	1.664			
	CS3	1.950			
	CS4	1.304			
Food Quality	FQ1	1.335	0.545	0.755	0.511
	FQ2	34.176			
	FQ3	2.948			
Physical Environment	PE1	2.599	0.751	0.842	0.574
	PE2	1.970			
	PE3	2.105			
Price/Value	PV1	1.680	0.654	0.794	0.498
	PV2	1.092			
	PV3	11.209			
Service Quality	SQ1	1.127	0.632	0.803	0.578
	SQ2	1.161			
	SQ3	1.152			
Speed	S1	1.289	0.587	0.784	0.552
	S2	1.374			
	S3	14.612			
	S4	1.160			
	S5	1.306			
	S6	1.348			

Factor Analysis

The results of factor analysis were evaluated to verify the findings. The statistics with a value greater than 1.96 were analysed for a significant relationship (Hair Jr et al., 2020). The results established that convenience is strongly correlated with customer satisfaction ($t = 10.103$). According to the study, customer satisfaction is strongly linked to customer loyalty ($t = 71.287$). Meanwhile, the research revealed that the quality of food plays a crucial role in customer satisfaction ($t = 5.469$). In addition, the study established a correlation between the physical environment and customer satisfaction ($t = 6.944$). As per the research, the study revealed that price/value is correlated with customer satisfaction ($t = 3.115$). According to the study, there is a significant relationship between service quality and customer satisfaction ($t = 5.937$). After thorough analysis, the research confirmed a significant correlation between speed and customer satisfaction ($t = 8.223$). The results can be found in Table 3.

Table 3: *Factor Analysis.*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Convenience -> Customer Satisfaction	0.665	0.651	0.066	10.103	0.000
Customer Satisfaction - > Customer Loyalty	0.893	0.894	0.013	71.287	0.000
Food Quality -> Customer Satisfaction	-0.327	-0.321	0.060	5.469	0.000
Physical Environment - > Customer Satisfaction	0.336	0.341	0.048	6.944	0.000
Price/Value -> Customer Satisfaction	0.331	0.331	0.106	3.115	0.002
Service Quality -> Customer Satisfaction	-0.442	-0.437	0.075	5.937	0.000
Speed -> Customer Satisfaction	0.337	0.338	0.041	8.223	0.000

Assessment of Coefficient of Determination (R2)

The coefficient of determination quantifies how one endogenous latent variable responds to another set of latent variables. Put simply, it demonstrates the extent to which different factors can account for its variability. Accuracy in computation is validated when (R2) exceeds 0.15, as outlined by Cohen (1992). presented three levels of structural model quality: significant (0.26 and 0.67), moderate (0.13 and 0.33), and weak (0.26 and 0.33). The values are between 0.26 and 0.33. The findings are presented in Table 4, which shows that customer loyalty has a coefficient of determination of 79% and customer satisfaction is at 88%.

Table 4: *R-square.*

	R-square	R-square adjusted
Customer Loyalty	0.798	0.797
Customer Satisfaction	0.888	0.886

Discussion

This survey offers valuable insights for fast food business owners and managers. The restaurant could potentially use feedback from dissatisfied customers to improve the dining experience for all patrons. The satisfaction and loyalty of a restaurant's frequent customers can serve as a valuable measure of the establishment's overall well-being (Gill et al., 2021). When evaluating restaurants, various factors are considered, including the food quality, pricing, and customer service. These three factors strongly influence customer loyalty through consumer satisfaction (Ong et al., 2022). This study seeks to address the question of how various factors such as fast-food restaurant quality, cost, and service influence consumers. This study investigates the factors that contribute to customer satisfaction at fast food restaurants in Bangladesh. Every element contributes to a satisfactory dining experience, such as the food quality, the attentiveness of the servers, and the affordability of the prices.

The results of this study align with previous research (Chen et al., 2023; Villanueva et al., 2023), indicating that customer satisfaction is influenced by factors like pricing, food quality, and overall service quality. Customer satisfaction is directly related to the quality of the product or service provided. As highlighted by Yu et al. (2021), a restaurant's prosperity hinges on customer satisfaction across three key areas: the excellence of the food, the warmth of the staff, and the atmosphere. The research findings indicate that fast food establishments that emphasise the superior quality of their food could experience an increase in customer visits (Achmadi et al., 2023). The research findings suggest that providing consistently appetising dishes to patrons plays a crucial role in the prosperity of a dining establishment. These findings align with previous research indicating the importance of restaurants offering high-quality meals to their customers (Gill et al., 2021; Yapp & Tohari, 2021). One of the three criteria considered is investment. Fast food establishments can measure customer satisfaction based on their ability to maintain low prices.

Previous research has demonstrated comparable findings, thus affirming their credibility (Huda et al., 2021; Nguyen et al., 2021). Providing exceptional customer service is crucial. Put simply, the findings indicate that superior service results in more satisfied customers. This outcome is not surprising as it aligns with the results from another study. The information provided illustrates the connection between content customers and their loyalty in the future. Research findings indicate that customer satisfaction in the fast-food industry plays a crucial role in connecting consumer satisfaction criteria (like food quality, pricing, and service quality) with customer loyalty. The results support previous research conducted by Dandis, Wallace-Williams, et al. (2023). It's crucial for restaurants to offer dishes that are visually appealing and delicious.

Implication of the Study

Ensuring client satisfaction should be the top priority for every service-oriented company. Therefore, every restaurant within the company should strive to prioritise

customer satisfaction above all else. According to this research, accurate order fulfilment significantly influences customer satisfaction. No matter how efficient, enjoyable, affordable, or delicious a product may be, if it continuously struggles to accurately fulfil customer orders, it will struggle to retain their loyalty. Research results indicated that the efficiency of service is the second most crucial element in customers' overall satisfaction. Customers prefer quick service because they have a low tolerance for waiting in queue. Customers are unlikely to choose a restaurant with a wait time exceeding half an hour during their lunch break, but they will opt for a place with a wait time under ten minutes.

Many people frequent restaurants known for their high-quality cuisine. Due to this, the quality of the food provided was considered a crucial factor in this field. Consumers were primarily impacted by convenience, cost, quality, and reliability. Considering that a lot of customers are on tight budgets and prefer dining out to cooking at home to save money, this decision is quite logical. If restaurants are truly committed to enhancing consumer satisfaction and loyalty, these four factors should be given top priority for growth. Retention rates are only little affected by customer-facing technology, despite its importance. However, when new technologies become more widely used, future convenience will be rethought. Ordering meals using a smartphone app, paying for it on the spot, and picking it up 30 minutes later could be more convenient than standing in line. Not a lot of weight should be put on how kind the staff is or how nice the place looks while eating when deciding how satisfied you will be with your experience there. The implications of these findings are enormous and might have a major influence on the business's capacity to attract and keep consumers.

Limitation and Recommendation for the Future Studies

This research is crucial for enhancing our understanding of the factors that contribute to customer satisfaction in the fast-food industry. There are specific considerations to the current study. The Midwest and the Eastern states were notably underrepresented as the sample was taken from customers of a specific type of fast-food companies. In this study, certain factors that impact customer satisfaction may vary across different countries or even within Bangladesh, despite the expansion of many fast-food chains into the global market. It is important to conduct a more in-depth analysis of the factors that contributed to these outcomes, using a wider variety of samples from the fast-food industry in larger regions or multiple countries.

It is impossible to generalise the results of this study to the entire restaurant industry, let alone the fine dining, casual dining, or fast-food segments. To gain valuable insights into the restaurant industry, upcoming studies need to explore beyond fine dining, casual dining, and fast food. It is reasonable to assume that the factors influencing healthcare franchises are quite distinct from those influencing fast food franchises. Considering this, it would be valuable for upcoming studies to analyse the fundamental aspects of customer satisfaction in different types of restaurants. This way, managers can customise their services to align with the needs of their specific markets. Collecting data from a variety of restaurants is essential for the research to accurately analyse the distinctions among upscale, casual, fast food, and quick service meals.

Past research has indicated that numerous factors are considered in the current body of knowledge. The factors considered in this study are crucial, but future research could

be enhanced by creating a more thorough measurement that includes these factors and other specific characteristics of the restaurant industry that were not addressed here, from a methodological standpoint. Establishing a strong reputation, building brand value, running effective promotions, practicing corporate social responsibility, and prioritising environmental friendliness are crucial aspects of a thriving business. All measurements in cross-sectional studies need to be taken simultaneously because that is when data is gathered. Given that data is collected at multiple points in a longitudinal study, the results may have greater relevance to practical scenarios.

Conclusion

This research was conducted to assist the restaurant industry in Bangladesh in developing a better grasp of factors that contribute to customer satisfaction and loyalty. The findings indicate that how customers view the value offered significantly influences their satisfaction levels, which then acts as a mediator between various factors impacting customer contentment and loyalty. When patrons have a positive initial impression, they tend to enjoy their dining experience more. Another factor that contributes to consumer satisfaction is whether they consider the price to be fair and reasonable. Patrons are more inclined to savour their meal and revisit a restaurant when they perceive the atmosphere as soothing and inviting.

This research sheds light on the factors that contribute to customer satisfaction and loyalty to a particular fast-food establishment, but it does have some constraints. One key point to consider is that it fulfils a very particular role and is applicable only within a specific setting in a particular nation. Additionally, there was a lack of distinction among the fast-food restaurant's clientele. Continuing to explore this area of the food service industry requires additional research. Additionally, different demographic groups (gender, marital status, age, etc.) do not show equal levels of price sensitivity. Further research is needed to determine if there is a relationship between customer satisfaction and loyalty and specific demographic traits related to price sensitivity. The study can also encompass other varieties of restaurants, like those focusing on Asian and foreign cuisines.

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