

A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS CASUAL DINING RESTAURANTS IN GOA

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by

SANMESH SANTOSH NAIK

Seat No:61-2022

ABC ID: 568-823-909-132

PR No: 201909514

Under the Guidance of

ASST. PROF. MR VISHAL GAONKAR

Goa Business School

Commerce



Goa University

Date: April 2024



DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, "A study on determinants of Customer satisfaction and Customer loyalty towards casual dining restaurants in Goa" is based on the results of investigations carried out by me in the Commerce at Goa Business School under the Guidance of Assistant Professor Mr Vishal Gaonkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities / College will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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Sanmesh Santosh Naik

Seat no: 61-2022

Date: 30-4-2024

Place: Goa University

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This is to certify that the dissertation report "A Study On Determinants Of Customer Satisfaction And Customer Loyalty Towards Casual Dining Restaurants In Goa" is a bonafide work carried out by **Mr SANMESH SANTOSH NAIK** under my supervision in partial fulfilment of the requirements for the award of the degree of **Master of Commerce** in the Discipline of Commerce at the Goa Business School, Goa University



Asst. Prof. Vishal K. Gaonkar

Date - 30-04-2024



Signature of Dean of the School

Date: 11/05/2024

Place: Goa University



School/Dept Stamp

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ABBREVIATIONS

Entities	Abbreviation Used
Perceived price	PP
Food quality	FQ
Service quality	SQ
Physical environment quality	PEQ
Brand image	BI
Servicing staff	SS
Customer satisfaction	CS
Customer loyalty	CL
Average variance extracted	AVE
Variance inflation factor	VIF

ABSTRACT

The present dissertation explores strategies for attracting and retaining customers, ensuring profitability, and maintaining a positive dining experience in the casual dining restaurants in Goa. The study aims to find out what are the various factors that influences Customer satisfaction and Customer loyalty towards the casual dining restaurants.it also aims to find the impact of Customer satisfaction on Customer loyalty towards the casual dining restaurants. summarizes a study on Customer satisfaction and loyalty towards casual dining restaurants in Goa. The sample size for the research was 320 respondents out of which 314 respondents were considered for data analysis through a comprehensive analysis of research findings and recommendations. It covers the research methodology, data analysis, findings from the measurement and structural models, and demographic profiles of the respondents. The study used a quantitative research method, collected data through questionnaires, and employed PLS-SEM for data analysis. The findings provide insights into the relationship between various factors and Customer behaviour, offering valuable information for the restaurant industry. comprehensive analysis of research findings and recommendations, the present dissertation serves as a valuable resource for restaurant owners, managers, and stakeholders seeking to enhance operational efficiency and customer satisfaction in the competitive food industry.

KEYWORDS: Customer Satisfaction, Customer Loyalty, Casual Dining Restaurants, Customer Perceptions, Restaurant Management, Operational Efficiency, Competitive Food Industry

CHAPTER 1- INTRODUCTION

1.1 INTRODUCTION

Restaurants influence our wellbeing in addition to providing us with food. Since "you are what you eat," it is crucial to pay attention to food safety and sanitation in casual dining establishments. Our perception of food and our eating habits are altered by the way these establishments handle our food and beverages. They are influencers who force a different way of living on their clientele. They present us options that satisfy our requirements and preferences. Restaurants are establishments where patrons receive food and beverages in exchange for payment.(Westcott & Anderson, 2021). In a flourishing society, restaurants have always been vital to its business, social, intellectual, and artistic life. The majority of our life's significant events, whether personal or professional, include them. Every restaurant needs to figure out how to attract in fresh customers while both keeping its regular customers and being profitable. It's no longer shocking that These days, for various reasons, a lot of customers are more clever when looking for a restaurant that not only offers a varied, original food at a fair price, but also provides a wonderful experience beneath its exterior and friendly staff.(Canny, 2014). When a customer of a restaurant recognises a need that can be satisfied by using the goods or services the restaurant provides, that Customer starts the decision-making process. A number of reasons, such grabbing quick meals, commemorating important occasions, hosting business clients, etc., may necessitate dining out. When choosing which restaurant to eat at, customers will look for pertinent restaurant information, evaluate their alternatives, and make their final purchase.(Pedraja, 2013)(Mothersbaugh et al., 2019) .

1.2 BACKGROUND OF RESTAURANTS

In 1766, the first restaurant revolution occurred in France. These facilities had been created to accommodate tourists' demands as well as to feed and service the public. It is no accident that the roots of the contemporary restaurant were established in France. Restaurants are classified as businesses that employ space to accommodate customers' needs outside of the home while adhering to a specific service protocol. The French Revolution made it impossible for the nobility to find work, therefore the first modern restaurants emerged as a result of the upper class's need for haute food that they could enjoy outside of the castle (Thompson & Evans, 2013). Maison de Sante, which opened in 1766, is regarded as the earliest example of a concept restaurant featuring food and drink theme, which Boulanger opened in France. The restaurant, which was originally named a "health house," made history by being the first modern restaurant to serve people at separate tables with healing broths made with vegetable juices via a menu and service system. Le Grande Taverne de Londres was another upscale eatery of this era that provided exquisite food when it first opened in Paris in 1782. It was the earliest example of the modern luxury restaurant type, including excellent service in an attractive setting.

There are various types of restaurants which include

Fine Dining: lavish and formal eating is provided by fine dining businesses. They usually feature a dress code, a multi-course, detailed menu, and very attentive service. A large focus is placed on food presentation, and the atmosphere is refined and elegant.

Casual Dining: Compared to upscale dining venues, casual dining restaurants have a cosier ambiance. They usually offer a greater selection of menu items, such as starters, main courses, and desserts. There is less formality but still attentive service. For a supper with friends or a night out with the family, casual dining restaurants are a great choice.

Fast Casual: In terms of quality and ambience, quick casual restaurants provide an improvement above typical fast food. Usually, they serve freshly prepared food that is made to order right in front of you. Although it is a counter-style restaurant, the seating space is cosier than in a regular fast-food joint. For a quick and reasonably priced supper, fast casual eateries are a fantastic choice.

Fast Food: Fast food establishments are renowned for their affordable fare and prompt service. Usually, their menu consists of a small number of prepared foods. It is a fast-paced, relaxed atmosphere. When looking for a quick bite to eat on the run, fast food outlets are a fantastic choice.

Ethnic Restaurants: These eateries focus on serving food unique to a given nation or area. They provide a distinctive eating experience that lets you sample cuisine from a different culture. Depending on the cuisine, the ambience can change, but it is often friendly and relaxed.

Cafés: Cafes are informal eating spaces that serve a selection of light meals and drinks. They provide a convenient breakfast, lunch, or snack. Wine and beer are also served at some cafes.

Buffets: A vast serving area at a buffet restaurant allows you to help yourself to a wide selection of culinary products. Meals are usually all-you-can-eat for a certain fee. For large gatherings or those who wish to sample a wide range of cuisines, buffets are a great choice.

Food trucks: These are movable kitchens that provide a selection of culinary options. They are a well-liked choice for dinner and lunch, particularly in cities. The ambience is laid-back and enjoyable, and the cuisine is usually less expensive than at a physical restaurant.

1.3 OVERVIEW OF CASUAL DINING RESTAURANTS

Casual dining restaurants are of no exemption to the preceded question. They are considered to bridge the gap between fine dining restaurants and fast-food restaurants, offering food and services to thousands of customers both local and foreign, daily. People come to casual dining restaurants when they dine out with family and friends. And to be able to accommodate this degree of turnover, they have applied reservation services especially during peak season. They offer huge spaces that groups of people may reserve and use for gatherings during special occasions. Menu that is served, differs according to the theme of the restaurant(Sarmiento & Apritado, 2022).Restaurants that serve casual food are not exempt from the previous inquiry. They are thought to fill the need left by fast-food and fine dining establishments by providing food and services to thousands of local and international patrons every day. When going out to eat with loved ones, people frequent informal dining establishments. They have also implemented reservation services, particularly during the busiest times of the year, in order to handle this level of turnover. They provide large areas that can be reserved by groups of people for get-togethers on important occasions. The menu that is offered varies according on the restaurant's theme.(Sarmiento & Apritado, 2022)A fresh approach in the restaurant industry, the concept of casual dining restaurants, combines the growth of full service and fast food restaurant operations. These restaurants are targeted towards middle-class patrons who value fine dining in a relaxed atmosphere, excellent food, and a friendly and attentive staff-to-customer ratio.(Hall, 2003)(Syariah & Ilmu, n.d.) Dittmer P. (2002). Dimensions of the hospitality industry (3rd ed.). Wiley.

1.4 BACKGROUND OF CASUAL DINING RESTAURANTS

Several significant social and economic causes led to the emergence of casual dining restaurants in the United States in the mid-20th century.

Rise of Automobiles and Suburbs: In the years after World War II, American suburbanization experienced a significant surge. Families found it easier to eat out thanks to this trend and rising automobile ownership.

Increasing disposable salaries: As people's salaries increased, they were able to spend more on leisure activities, such as eating out.

Changing Preferences: Compared to typical fine dining facilities, customers preferred a more laid-back dining experience.

These factors increased the demand for a new type of restaurant that bridged the gap between fast food and fine dining

Mid-Priced Menus: Costlier than fast meals but yet more reasonable than fine dining.

Comfortable Ambience: A relaxed and welcoming atmosphere, frequently with tables and booths with comfortable furniture.

Table service: Orders are taken and food is brought to the table by waiters and waitresses.

Various Menu Options: A more extensive variety of dishes in comparison to quick food, frequently including starters, main courses, desserts, and alcoholic drinks.

Evolution of casual dining restaurants over the time

Chain Restaurants: The emergence of local and national casual dining chains ensured uniformity in terms of experience and quality across their locations.

Menu diversification: To accommodate a wider range of dietary requirements and palates, menus have grown to include vegetarian, vegan, and international cuisines.

Technology Integration: Online bookings, loyalty schemes, and ordering have all grown in popularity.

Accent on Ambiance: Restaurants are putting more of an emphasis on using theming, décor, and music to create a special and unforgettable dining experience.

1.5 DEFINITION OF CUSTOMER BEHAVIOUR

Customer behaviour studies people as individuals, as well as groups and organisations and all the behaviours related to their purchasing, using, and discarding of products and services. It delves deeply into the reasons behind the decisions made by customers, including everything from social forces to emotional factors. Customers were thought of as logical decision makers who calculated the most efficient way to spend their money in order to reduce costs and increase utility. Regarding the purchaser decision's information handling philosophy, it is said that There is a huge amount of competition among commercials to get people's attention. Customers identify needs and wants, investigate options, make purchases, and interact with goods and services as part of the decision-making process. Aspects such as psychology, society, and culture that influence the decisions made by Customers are taken into account. An example of this would be how a person's purchasing decisions can be influenced by their personality, social standing, or cultural background. Post-purchase behaviour is the way in which customers assess their purchases and consider how their happiness—or lack thereof—may influence their future decisions. For businesses, it is essential to comprehend Customer behaviour. Understanding Customer psychology allows businesses to:

- Make goods and services that satisfy customers' actual needs and desires.
- Develop audience-relevant, niche marketing campaigns.
- They charge competitive prices for their goods.
- To encourage loyalty, provide a satisfying Customer experience. (Bhat, 2023)

1.6 CUSTOMER BEHAVIOUR IN RESTAURANTS

The study of Customer behaviour at restaurants offers an intriguing perspective on the psychological, sociological, and cultural elements that impact people's dining choices and experiences. Restaurants are social places where customers come to enjoy themselves, mingle with others, and be stimulated by their senses in addition to satisfying their hunger. To create unique dining experiences and foster client loyalty, restaurateurs and marketers must have a thorough understanding of the subtleties of Customer behaviour in restaurants. There are many different facets of Customer behaviour in restaurants, such as decision-making procedures, menu preferences, reasons for dining, service expectations, and post-dining assessments. These elements are impacted by a range of individual, social, and environmental elements that mould patrons' attitudes and actions in a dining establishment(Lillo & Ferguson, 2022).

Key aspects of Customer behaviour in restaurants include:

Menu psychology is the study of how menu layout and design affect the decisions and attitudes of customers. The descriptions of menu items, price schemes, location, and visuals, for example, might influence how people order and how satisfied they are with their meals overall(Bowen & Morris, 1995).

Service Quality and Customer Experience: Customers' opinions and satisfaction levels are greatly influenced by the attentiveness, friendliness, and responsiveness of restaurant employees. Good customer service encounters encourage recurring business and client loyalty(Oh, 1999).

Ambience and Ambiance: A restaurant's interior design, lighting, music selection, and seating configurations all affect how customers feel about their overall dining experience. A welcoming atmosphere increases patron happiness and contentment(Ha & Jang, 2012).

Social and Cultural Influences: Social elements that influence dining decisions and behaviours include dining partners, social standards, and cultural traditions. Customers could look for dining establishments that complement their ethnic origins and social inclinations(Oh, 1999).

Technological Integration: Digital menus, smartphone ordering, and online bookings are just a few examples of how technology is being integrated to change the dining experience. Innovations powered by technology give customers more convenience, effectiveness, and personalisation while giving restaurant owners useful information(Mohammad, 2019).

1.7 DETERMINANTS OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

There are a number of aspects associated with the eating experience that affect the determinants of customer satisfaction and loyalty towards casual dining establishments in Goa. According to research, a restaurant's physical environment, perceived price, meal quality, and service all have a significant impact on patron satisfaction and behaviour.(Chun & Nyam-Ochir, 2020)(Ong et al., 2022). Furthermore, elements like the dining environment, menu selections, genuineness, and cultural exposure influence how customers perceive quality, value, and satisfaction.(Wiatrowski et al., 2021)(Parodkar, 2017). Studies highlight the importance of outcome quality, interaction quality, and peer-to-peer quality in influencing customer satisfaction with restaurant services(Victor et al., 2020). Moreover, the significance of service quality, hygiene, location, and operational factors in Customer decision-making processes for choosing dining establishments has been emphasized.

In summary, the determinants of Customer satisfaction and loyalty towards casual dining restaurants in Goa encompass a wide range of factors including food quality, service quality, dining atmosphere, menu authenticity, cultural experience, and perceived value. These

elements collectively contribute to shaping customer perceptions, satisfaction levels, and intentions to revisit dining establishments.

1.8 RESEARCH QUESTION AND OBJECTIVE

The following Research Questions (RQ), together with the associated Objectives (O) and Hypothesis (H), are developed for additional investigation based on the background discussion covered in the previous sections.

RQ1: “What are the factors that contribute to Customer satisfaction towards casual dining restaurants in goa? This research question tries to find out the various factors that influences Customer satisfaction towards casual dining restaurants in goa.

The related Objective (O) framed is:

O1: To determine the factors influencing Customer satisfaction in casual dining restaurants in Goa.

RQ2: “What are the factors that contribute to Customer loyalty towards casual dining restaurants in goa? This research question tries to find out the various factors that influences Customer loyalty towards casual dining restaurants in goa.

The related Objective (O) is:

O2: To determine the factors influencing Customer loyalty in casual dining restaurants in Goa

RQ3: “Whether the Customer satisfaction influence Customer loyalty towards casual dining restaurants in goa?

This research question tries to find that whether Customer satisfaction have influence on Customer loyalty.

The related Objective (O) framed is:

O3: To analyses the influence of Customer satisfaction on Customer loyalty towards the casual dining restaurants in goa.

CHAPTER 2-LITERATURE REVIEW

2.1 INTRODUCTION

A review of the relevant literature is an essential part of every research project. It gives the researcher details on past research on a certain subject. It facilitates comprehension of the many methods, assessments, and findings reached by other researchers. It also prevents the replication of earlier research and makes it possible to create an appropriate study design. The research gap in earlier studies helps the researcher in carrying out their examination. This chapter deals with the literature review which influences the various factors that deals with Customer satisfaction and Customer loyalty towards the casual dining restaurants and how each of the factor have a impact on Customer satisfaction and Customer loyalty.

2.2 PERCEIVED PRICE

The amount that Customers pay for goods and services is known as the price. The sum represents the profit from the customer's utilisation of the products or services.(Zhong & Moon, 2020). Price is a crucial component that can lead to customer satisfaction because Customers frequently judge the value of goods and services based on their price (Al-Msallam, 2015).Given that price has a significant impact on the performance of goods and services, price disparities may cause Customers to act negatively by switching brands (Campbell, 1999). One of the key elements influencing Customer happiness is the price of a good or service. Customers like inexpensive prices that offer great quality, therefore when determining a product's pricing, it's important to consider their purchasing power (Salsabillah et al., 2024). Since price is the factor that customers directly pay for the specific goods, they are purchasing, pricing fairness directly leads to customer satisfaction. Therefore, the service provider needs to pay close attention to the brand's prices that they are offering to customers in order to ensure their pleasure (Sabir et

al., 2014). The non-monetary definition of price refers to Customers' efforts to find out information about a product before making a purchase, whereas the monetary term can be described as the price commonly associated with the expression of money (Li & Green, 2011). Customers typically benchmark or reference prices in a number of ways, including by remembering previous transactions, examining the costs incurred by sellers, competitors, or by analysing the prices paid by other customers (Analysis et al., 2015). It might also change depending on how different demographic factors—like awareness, gender, marital status, and work status—are taken into account when determining perceived price. (*Of Customer Perceptions A Means-End Value : Quality , and Model Synthesis of Evidence*, 2012).

2.2.1 Relationship Between Perceived Price and Customer Satisfaction

As told by M. B. Uddin & Akhter,(2012) Pricing is set in the marketplace based on supply and demand for a particular good or service. One measure of the quality of services is the customer's impression of the price charged. Customer satisfaction can be affected by value for money, price fairness, special offers, and discounted prices. The restaurant industry's higher prices and poorer perceived value in comparison to value for money could lead to dissatisfied customers.(Zielke, 2008)(Yen, 2018)(M. B. Uddin & Akhter, 2012). Perceived price has a significant impact on customer satisfaction in various studies. Research by Mohd Farid Shamsudin et al. found that perceived prices, including price magnitude, price experiences, and alternatives prices, positively influence customer satisfaction(Ashari et al., 2023). Perceived price has a significant impact on Customer satisfaction as customers feel satisfied with Infomart due to attractive prices, promos, and discounts offered(Rochma et al., 2021).Perceived price has a significant and positive impact on customer satisfaction according to the study, alongside brand image and service quality(Witama & Keni, 2020).So we can Hypothesized that perceived price has a significant impact on Customers satisfaction.

H1: Perceived price has a significant effect on customer satisfaction

2.2.2 Relationship Between Perceived Price and Customer Loyalty

Perceived price has a significant impact on Customer loyalty, as evidenced by various studies. Research has shown that price perceptions positively influence Customer satisfaction and loyalty (Rochma et al., 2021) (Yuliasari et al., 2023) (Ashari et al., 2023). Perceived price in fast-food restaurants influences customer loyalty through customer satisfaction, as shown in the study on American fast food chains in Indonesia (Syah et al., 2022). Perceived price justice in restaurants positively influences customer loyalty through satisfaction and revisit intention, as shown in the study (Cakici et al., 2019). So, we can hypothesize that perceived price has a positive impact on Customer loyalty.

H2: Perceived price has a Significant Effect on Customer Loyalty

2.3 FOOD QUALITY

Food quality is a measure of the standard of the ingredients and food that a fast food restaurant serves, comprising the food's freshness, cleanliness, and healthy in addition to its variety (Namin, 2017). Depending on the kind of food consumed and personal preferences, there may be variations in the meaning of "good" food. Freshness, wholesomeness, texture, colour, nutritional content, flavour, and smell are some of the essential components of high-quality food (Huda et al., 2008). The qualities of flavour, presentation, colour, and temperature are all considered to be components of attractiveness. The way that people consume has drastically changed in the past century. As a result, dining at mall restaurants became quick and simple choices for customers. Since most customers prefer to eat out, dining out has become commonplace. Customers become keen to seek out unique dining experiences as a result. Numerous elements influence the restaurant's choice, and the assessment of the food's quality influences customer satisfaction and behavioural intention (Tjiptono, 2023). Because the

aforementioned food quality features can be utilised to ascertain the reliability of a restaurant, many restaurant evaluators and researchers use food quality as a key factor of overall restaurant quality and customer satisfaction based on these empirical results.(Knight et al., 2007)Taste, presentation, temperature, freshness, nutrition, and menu diversity are all considered aspects of food quality. The calibre of the food affects whether or not patrons choose to eat there again. Academic interest in restaurant menus is growing since variety is thought to be a key component of high-quality cuisine. (Ozdemir & Caliskan, 2015),

2.3.1 Relationship Between Food Quality and Customer Satisfaction

Food quality has a positive relationship with Customer satisfaction, as higher food quality leads to increased Customer satisfaction, as supported by the study's findings. Numerous studies have shown that food quality significantly affects customer happiness. Customer happiness and loyalty are strongly impacted by meal quality, according to research conducted on Bidadari Catering patrons. (Tabelessy, 2023)(Ha & Jang, 2010) Food quality has a positive and significant impact on Customer satisfaction, as indicated by the study on Bakso and Mie Ayam Pakde Kembar food stalls at Universitas Bhayangkara Jakarta Raya.(Citra Tsani Soraya et al., 2023). Food quality has a significant effect on customer satisfaction according to the study, indicating a positive relationship between food quality and Customer satisfaction. (Dwiyanti & Saifuddin, 2022). So, we can Hypothesized that food quality has a positive effect on Customer satisfaction

H3: Food quality has a significant effect on Customer Satisfaction

2.3.2 Relationship Between Food Quality and Customer Loyalty

Food quality has a positive relationship with Customer loyalty, as shown in the study. High-quality food leads to increased Customer loyalty towards the catering service. (Tabelessy,

2023). The Author Purnomo, (2022) states that the effect of service and product quality on customer loyalty in fast food establishments, demonstrating a strong correlation between customer loyalty and meal quality. Food quality influences customer loyalty in restaurants. Positive and negative emotions, affected by food quality and service, determine customer loyalty, emphasizing the importance of maintaining high-quality food and service. (Amabela et al., 2022). So, we can Hypothesized that food quality has a positive effect on Customer loyalty.

H4: Food quality has a significant effect on Customer Loyalty

2.4 SERVICE QUALITY

Any action or activity that can be provided by one party to the other that is essentially intangible and does not lead to ownership of anything is defined as a service. Its manufacture may or may not be connected to a single tangible good. Services are the actions that producers do to satisfy the requirements and wants of customers and ensure their own satisfaction. Additionally, Kotler mentioned possible conduct that could emerge during, prior to, or following the acquisition. Standard height services will often lead to high levels of satisfaction and more frequent purchases (Keller, 2007). The quality of a service can be determined by comparing the attributes of a company's service to the Customer's impression of the service that is evidently received or acquired by the ministry and what the Customer genuinely wants or expects. The producer-customer relationship extends well beyond the point of sale and includes post-purchase servicing, surpassing the product's eventual ownership indefinitely. The organisation believes that the customer is king and that in order for it to survive, it must provide excellent customer service while keeping in mind those customers who will benefit the business (Gultom & Candra, 2020). When a service meets or exceeds the expectations of its customers, it is considered to be of high quality and leaves them feeling highly satisfied. Service quality in this study is defined by certain elements like service reliability. (Stevens et al., 1995). Positive word-

of-mouth, customer happiness, enhanced brand perception, drawing in new business, higher rates of return visits, and increased business performance are all correlated with high service quality. In the hospitality sector, Customer behaviour and visits are positively correlated with service quality (Sadeghi et al., 2017). The SERVQUAL model which measures several aspects of service quality, includes the Credibility, or the value and worth that a Customer accords to your service. A company's ability to deliver on its service commitments is referred to as reliability. Responsiveness is a company's evaluation of how interested it is in helping its clients solve their problems and how quickly it responds to them. Empathy, the capacity to comprehend how customers are feeling and address their issues. Tangible refers to the employees' actual presence in order to communicate and deliver precise services. (Berry et al., 1988).

2.4.1 Relationship Between Service Quality and Customer Satisfaction

Service has a significant impact on Customer loyalty, as evidenced by various studies. Service quality factors like empathy, assurance, and reliability impact Customer satisfaction in fast food restaurants among Generation Y in Hanoi, as per the study. (Truong & Nguyễn, 2023). Service quality dimensions (tangibles, assurance, responsiveness, reliability, empathy) in Western themed restaurants significantly impact customer satisfaction, as evidenced in Shah Alam, Malaysia. (Wan Zainuddin et al., 2023). Service quality in restaurants positively impacts Customer satisfaction, as indicated by the study's findings on the influence of service quality, promotion, and facilities on customer satisfaction. (Hudzaifah et al., 2023). While stated that Service quality in dining restaurants significantly impacts Customer satisfaction. Factors like physical design, pricing, and staff responsiveness play crucial roles in satisfying customers' dining experiences. (M. A. Uddin et al., 2022). So, we can Hypothesized that service quality has a significant effect on Customer satisfaction.

H5: Service quality has a significant effect on Customer Satisfaction.

2.4.2 Relationship Between Service Quality and Customer Loyalty

Service quality in restaurants has a significant impact on Customer satisfaction and loyalty. Research shows that service quality and food quality positively influence customer satisfaction, which in turn affects customer loyalty (Al-Tit, 2015). (Uslu & Eren, 2020). Properly organized food service and a positive dining atmosphere can also increase the service quality perception of the restaurant, leading to increased customer satisfaction and behavioural intentions (Uslu & Eren, 2020). Service quality in fast-food restaurants positively impacts customer loyalty, as shown in the study. It is a crucial factor influencing customer loyalty alongside product quality and satisfaction. (Fery & Sembel, 2021). while (Lukiyana & Aditya Pratama, 2023) stated that Service quality in restaurants positively impacts Customer loyalty, as shown in the Harbour Coffee case study, where service quality and facilities influenced Customer loyalty, moderated by Customer satisfaction. Service quality in restaurants positively impacts customer loyalty, as shown in the study conducted in Bandung's food and beverage industry, emphasizing the importance of improving service for customer satisfaction and loyalty (Danurdara, 2021). So, we can Hypothesized that service quality has a significant effect on Customer loyalty.

H6: Service quality has a significant effect on Customer Loyalty.

2.5 PHYSICAL ENVIROMENT QUALITY

A restaurant's physical space is now one of the things that draws in new Customers and keeps existing ones coming back. When patronising a restaurant, patrons engage with the physical environment before to, during, and following their meal, whether consciously or unconsciously. Their dinners. (Ngah et al., 2022) Additionally, even though the food and services meet the expectations of the patrons, the physical surroundings—such as décor, antiques, layout, and music—can affect patron satisfaction overall. This means that patrons

may consider factors other than the calibre of the food and services when assessing their interactions with the establishment and forming opinions about it.(Han & Ryu, 2009)

An additional significant component influencing customer decisions is the physical environment. In addition to offering a positive customer experience, creating a pleasant environment can draw in new clients and boost sales for businesses. Furthermore, the customer Behaviour necessitates a novel and memorable dining-out experience. (Liu & Jang, 2009) a review on the dimensions involved in service quality models and found that the physical environment, people, and process are the only three essential elements of the service marketing mix that are utilised to establish relationships within the dimensions of service quality. The term "physical environment" referred to the classification of service environments and the availability of material indicators of service performances, such as furniture, staff .attire, cars and equipment, and interior design. (Yarimoglu, 2014). Customer satisfaction and the likelihood that they will return are directly correlated with the physical environment of the restaurant, and both factors boost restaurant profitability. These days, patrons typically eat at either at home or when dining in a restaurant. Eating out has become commonplace for families, students, and even workers.(N. Ali & Abdullah, 2012). A physical environment can be shaped and supported by a number of factors or indications, including external amenities, interior design, layout, and location, as well as the appeal of the product(Halim et al., 2021).Customers judge a restaurant's excellence by its physical setting, quirky, cosy, friendly atmosphere, cleanliness, and other features that add to the whole experience(Adam et al., 2015) The impact of the physical surroundings on human conduct is evident in service industries, including restaurants, lodging facilities, hospitals, shops, and banking. (Baek et al., 2015).

2.5.1 Relationship Between Physical Environment and Customer Satisfaction

Customer satisfaction in restaurants is positively impacted by their physical surroundings. Research have indicated that a restaurant's reputation, the perceived worth it holds for its

patrons, their level of pleasure, and their behavioural intentions are all significantly influenced by elements including the physical environment, food quality, and service.(Hyun & Han, 2012). Furthermore, it has been discovered that the architectural layout of premium restaurants directly affects patron happiness and loyalty, underscoring the need of creating a welcoming and appealing dining experience to improve Customer happiness and loyalty.(Çetinsöz, 2019). The physical environment of upscale restaurants positively influences Customer satisfaction and loyalty, with lighting being a key element perceived by customers.(Çetinsöz, 2019). The physical environment of Japanese restaurants positively impacts customer satisfaction, as identified through comfort, aesthetics, and convenience components, leading to higher satisfaction levels.(Pun, 2022)._Physical environment in restaurants does not directly impact Customer satisfaction, but it influences price perception, which in turn affects satisfaction and loyalty according to the study. (Baş & Özdemir Güzel, 2020).so we can hypothesize that Physical environment quality has a significant effect on Customer satisfaction

H7: Physical Environment Quality has a Significant Effect on Customer Satisfaction.

2.5.2 Relationship Between Physical Environment and Customer Loyalty

The physical environment of restaurants plays a crucial role in influencing Customer loyalty. Studies have shown that the quality of the physical environment, along with other factors like food quality and service, significantly impacts customer satisfaction and loyalty(Studies, 2019)(Ryu & Han, 2011). A well-designed and appealing physical environment can enhance the overall dining experience, leading to increased customer satisfaction and loyalty towards the restaurant(Studies, 2019)._The physical environment in restaurants impacts Customer loyalty by satisfying consumption-related feelings, influencing preferences for seating, aesthetics, and overall experience, as revealed in the study.(HERRERA VILLANUEVA, 2020).

The quality of the physical environment in South Korean restaurants has a significant positive impact on customer trust, but only food quality directly influences customer loyalty.(Shin & Yu, 2020). The study highlights that establishing a unique atmosphere catering to customer preferences is crucial for enhancing loyalty, emphasizing the importance of physical environment in Customer loyalty in restaurants.(Rudolfné Katona & Komáromi, 2014). so we can hypothesized that Physical environment quality has a significant effect on Customer loyalty.

H8: Physical Environment Quality has a Significant Effect on Customer Loyalty.

2.6 BRAND IMAGE

Brand image is the picture that people instantly link with a particular or striking interest when they come across a product. Convenience, price, feature, and usage area all affect brand image. One of the main goals of brand pictures is to evoke favourable feelings in Customers' imaginations and to help them clearly grasp the brand. To accomplish these goals, the brand needs to have distinctive qualities that draw customers in and make the items desirable. (Company, 2023).One of the fundamental ideas in brand dynamics is brand image, which examines how a particular group or customer segment views a brand in the marketplace and the nature of their interaction with it. Customers' perceptions of a brand and the characteristics they associate with it are reflected in their brand image. From this vantage point, one could contend that customers' perceptions of their relationships with brands serve as a bridge between brands and brand image. (Siitonen, 2017)In addition to aiding in broad product identification, brand image also enables Customers to distinguish between products from various brands. In other words, brand image is a significant antecedent factor in how customers view the calibre of products, implying the worth of the goods and so influencing the buying decisions of customers. (Keller, 1993). The way that customers react to the advantages that a brand offers due to its diverse attributes constitutes its brand image. There are numerous approaches to

building a brand. Formulate the brand strategy and match it with company goals in the first phase. In the following stage, we employ using every resource at our disposal to inform customers about our name, goods, and services. Thirdly, the brand should be updated on a regular basis with new features and technologies that benefit the user. A brand's perception differs depending on the customer. The brand's image consists of both excellent quality and low pricing (Company, 2023). Three elements make to a brand's image: functional, symbolic, and experiential. The functional component places a strong emphasis on helping customers resolve present consumption-related issues by averting potential issues, getting rid of contradictions and conflict, and altering their current state of annoyance. Product brands that satisfy Customers' internal needs—such as enhancing self-worth, role definition, group integration, and self-identity—are distinguished by their symbolic component. (Park et al., 1986)

2.6.1 Relationship Between Brand Image and Customer Satisfaction

The brand image of restaurants plays a significant role in influencing Customer satisfaction. Research has shown that perceived food quality positively influences restaurant brand satisfaction, which in turn affects brand image. The positive influence of brand image and customer satisfaction on loyalty to fast-food restaurants has also been proven, with a positive brand image contributing to achieving a competitive advantage in the market and triggering positive attitudes and behaviours towards the brand(Macias et al., 2023). Brand image of restaurants positively influences Customer satisfaction, as shown in the study on Gudeg Bu Widodo Restaurant, emphasizing its importance in enhancing Customer loyalty.(Rudolfné Katona & Komáromi, 2014). Brand image and restaurant atmosphere significantly impact Customer satisfaction, as proven by the study. Developing a strong brand image and creating a pleasant atmosphere are crucial for influencing Customer satisfaction.(Rudolfné Katona &

Komáromi, 2014). Furthermore, perceived food quality, satisfaction, and brand image are interconnected, with perceived food quality significantly affecting satisfaction, brand image, and recommendation intention. Satisfaction, in turn, affects brand image, and increased customer satisfaction will positively affect the brand image(SOLUNOĞLU, 2020)._Brand image in chain restaurants moderates the relationship between dining experience and customer loyalty, emphasizing the importance of enhancing brand image to improve relationship quality and satisfaction.(Tuan et al., 2018). so, we can hypothesize that Brand image has a significant effect on Customer satisfaction

H9: Brand Image has a Significant Effect on Customer Satisfaction

2.6.2 Relationship Between Brand Image and Customer Loyalty

Brand image in restaurants plays a significant role in influencing Customer loyalty. The research paper "The effects of green brand image on brand loyalty - Wiley Online Library" explored the impact of environmental considerations on customer loyalty. The study found that a positive green brand image can significantly enhance brand loyalty, indicating the importance of environmental sustainability in the restaurant industry(Watson et al., 2024).The research paper "The effects of green brand image on brand loyalty - Wiley Online Library" explored the impact of environmental considerations on customer loyalty. The study found that a positive green brand image can significantly enhance brand loyalty, indicating the importance of environmental sustainability in the restaurant industry(Watson et al., 2024)._Brand image in restaurants impacts Customer loyalty through positive brand experience, influencing attitudes and behaviour. This study analyses brand loyalty through brand image as an intervening variable.(Arisandi, 2022). Brand image in restaurants significantly impacts Customer loyalty according to the study, emphasizing the importance of establishing a positive brand image to

secure customer loyalty in the restaurant industry.(Somani et al., 2022). so, we can hypothesize that Brand image has a significant effect on Customer loyalty.

H10: Brand Image has a Significant Effect on Customer Loyalty.

2.7 SERVICING STAFF

Service staff in restaurants play crucial roles that can be categorized into supportive, interactive, and integrative behaviours(Model, 2022) The emotional aspects of the Customers' experience and the communication between them and the service providers determine the quality of the services. Employee service conduct is a crucial component in determining the quality of a given service. (Ekinici et al., 2008). Customer loyalty at restaurants is influenced by a number of elements, including the serving staff. The balance of food quality, service quality, atmosphere, and price-value judgements determine customer loyalty. Both praise and criticism can be directed towards the quality and quantity of services provided, which means that in order to maintain a competitive advantage, owners, managers, and staff need to pay particular attention to these aspects.(Barr, 1990). In today's competitive environment, maintaining a high level of customer satisfaction is essential to the company's long-term growth. Because satisfied Customers are more likely to become repeat customers and devoted supporters, customer satisfaction positively influences a business's profitability.(Restaurant, 2023). Friendly greets and high levels of responsiveness, cleanliness, and prompt service are examples of interactions between cafeteria workers and patrons that are crucial because they affect patron satisfaction with the quality of the services provided.(Serhan & Serhan, 2019).

2.7.1 Relationship between Staff Service and Customer Satisfaction

Customer satisfaction in casual dining restaurants is greatly impacted by employee service. Both personal and functional factors are involved, although functional factors have a greater

overall impact on satisfaction.(Fitria, 2020). While (Sharma et al., 2022) stated that Customer satisfaction is positively impacted by innovative practices in quick-service restaurants, suggesting that improvements in staffing can also improve customer pleasure. Customer satisfaction in restaurants is positively impacted by worker service. In full-service restaurants, assurance, responsiveness, and cleanliness are critical elements that impact patron pleasure.(A Almohaimmeed, 2017).The research paper (Moreo et al., 2019)Customer satisfaction in restaurants is positively impacted by the quality of the staff service, particularly when combined with emotional labour and high standards of service quality, which increases customer satisfaction and loyalty. Yes, staff service quality, specifically in terms of empathy, assurance, and reliability, positively impacts Customer satisfaction in fast food restaurants among Generation Y in Hanoi.(Trương & Nguyễn, 2023). According to a study done in Punjab, Pakistan, the quality of staff service at fast food restaurants has a favourable impact on customer satisfaction, which in turn increases revenue and customer loyalty.(Junaid Aftab et al., 2016).so we can hypothesize that staff service has a significant effect on Customer satisfaction

H11: Servicing staff has a Significant Effect on Customer Satisfaction

2.7.2 Relationship Between Staff Service and Customer Loyalty

Staff service in restaurants has a significant impact on Customer loyalty. The study on QSRs in North India suggests that innovative practices in QSRs have a beneficial effect on Customer loyalty(Sharma et al., 2022). Customer loyalty is positively impacted by staff service in restaurants because it raises customer satisfaction levels, which are essential for drawing in new business and converting existing customers into regulars (Doslidzhennya & Spozhyvachiv, 2022). Customer satisfaction in restaurants is impacted by the quality of the staff, but not loyalty. Not just personnel service, but emotional labour interactions and service

quality also have an impact on loyalty (Moreo et al., 2019). The research findings indicate that brand loyalty among both local and foreign travellers in Malaysia is positively impacted by staff behaviour in hotel restaurants' service quality (Bihanta et al., 2017). According to study, staff service has a beneficial effect on customer loyalty in restaurants since it is a critical component of customer happiness, which in turn increases loyalty (Adelia & Aprianingsih, 2023). Customer attitudinal loyalty is positively impacted by staff service delivery in hotels, highlighting the significance of staff training investments to improve total customer loyalty (Timmerman et al., 2013). Friendly service at restaurants, especially when it comes to making senior patrons feel appreciated, has a favourable effect on customer loyalty, which encourages return business and fosters relationships (Fu & Parks, 2001). so, we can hypothesize that staff service has a significant effect on Customer loyalty.

H12: Servicing staff has a Significant Effect on Customer Loyalty

2.8 CUSTOMER SATISFACTION

The ability of a product or service to meet or surpass a customer's expectations is referred to as customer satisfaction. (Ali Imron & Rizka Ariyanti, 2023). Customer perceptions of goods and services can also be used to gauge satisfaction. Satisfied customers are more likely to seek out new experiences with the goods or services, make additional purchases, and refer others to them. (Suhartanto et al., 2019) Customer satisfaction, or how well a business has satisfied its customers' requirements and wants in terms of both goods and services, undoubtedly impacts how long it can remain in business. Customers that are happy with their purchases will undoubtedly become devoted patrons who eventually make additional purchases. This is significant because, in order to survive as a recently established company, attempts are made to boost sales volume and turnover. (Asnawi et al., 2023). Aside from paying more, satisfied Customers can have a variety of other good knock-on effects for service providers, such as

increased customer loyalty and favourable word-of-mouth marketing.(Ryu & Han, 2010)(Kim & Lee, 2010)(Dominici & Guzzo, 2010)(Amin et al., 2013). Customer satisfaction is a predictor of a business's future financial success. It also affects future cash flows, boosts earnings, increases productivity, and has strategic ramifications. Businesses utilise customer happiness as a key criterion for assessing the calibre of their offerings. Additionally, understanding economic objectives including as profitability, increased market share, and return on investment is aided by customer happiness.(and & 2018, 2018) Feelings of joy and wellbeing are included in customer satisfaction. When a Customer receives the service they expect, their level of satisfaction increases. Customer happiness is extensively researched in Customer conduct and social psychology. According to the definition given, customer satisfaction is "the customer's subjective assessment of the consumption experience, grounded on certain associations between the customer's perceptions and the objective characteristics of the product."(Pizam et al., 2016)

2.9 CUSTOMER LOYALTY

Customer loyalty refers to their commitment to repurchasing or recommending a specific product. It purchases the same brand of merchandise repeatedly. However, due to external factors and other businesses, Customers may occasionally migrate to different brands. marketing initiatives (Polozov et al., 2016).A restaurant's ability to thrive in a cutthroat market depends on factors other than client satisfaction. Furthermore, having devoted patrons is essential for the restaurant industry. Although there are a number of variables that may affect loyalty, it is a strong resolve to continue making frequent purchases from or using a product in the future. Loyal customers are prepared to pay a premium and refer business to others.(Ahmed et al., 2023) Measuring Customer happiness or discontent with a product is a good way to gauge how important loyalty programmes are. One way to understand loyalty is as one's

devotion to something. Customer loyalty is critical to a business's ability to increase profits, whether through services or goods. If customers are dissatisfied with a company's offerings, they will undoubtedly switch to other products. One way to keep customers loyal is to offer high-quality services that are likely to encourage them to return for more business. (Gultom & Candra, 2020) . Customer loyalty is influenced by a company's relationship with its customers, which necessitates that it operates in a wider context that goes beyond itself. Since no company can be the best at everything, customer loyalty can be divided into three categories: behaviour loyalty, intentional loyalty, and emotional loyalty. Behaviour loyalty is the repetition of a purchase, intentional loyalty is the possibility of a purchase, and emotional loyalty is attained. (Konečnik Ruzzier et al., 2014). When customers are dissatisfied with a product that a company has issued, they are likely to switch to another product, so maintaining customer loyalty is crucial for good corporate services and goods to improve earnings. Encouraging clients to come back and do business with you again can be achieved by offering the best service possible (Hidayat et al., 2019).

2.10 RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

A satisfied customer who thinks eating is a fulfilling experience and is satisfied with the cuisine is what makes a restaurant client contented. Customers who are happy with a product or service are more likely to repurchase, seek out information, resist switching, and share good word of mouth(Ling, 2015)(Bolton, 1998)(Dick & Basu, 1994)(Parasuraman, A; Berry, Leonard L; Zeithaml et al., 1988)(Suhaily & Soelasih, 2017). Customer satisfaction is essential to any business's growth because happy customers encourage good word-of-mouth advertising, which strengthens the customers' intention to return(Cakici et al., 2019).By providing greater benefits to their customers, service providers aim to please them. Generally speaking, happy Customers

develop into devoted ones, as seen by their mindset and actions like making additional purchases and favourable referrals to others (F. Ali et al., 2018) (Saleem & Raja, 2014). Customers who are happy with a company they chose are more likely to stick with it since they will return business to a satisfied firm and even refer others to it when they have a positive experience (Sazili et al., 2023). Customer loyalty is significantly impacted by the organization's dedication, client satisfaction, and trustworthiness (Sutanto & Djati, 2017). Customer expectations and perceived price level were key determinants of customer happiness, which in turn had a major impact on customer loyalty (Tweneboah-Koduah & Yuty Duweh Farley, 2015). Businesses may impose switching fees on their clients in an effort to keep them from moving to other suppliers; these prices only have a meaningful impact on the relationship between customer happiness, loyalty, and perceived value when the amount of Perceived value or customer satisfaction are above average (Yang & Peterson, 2004). So, we can hypothesize that. Customer satisfaction has a significant impact on Customer loyalty.

H13: Customer Satisfaction Has a Significant Impact on Customer Loyalty

2.11 RESEARCH GAP

The available literature in the analysis of Customer behaviour in casual dining restaurants is limited. The existing literature has analysed the specific restaurants, while some have taken restaurants which is popular for a specific dish or cuisine, while some have taken a specific variable for study purpose rather than a comprehensive to identify the determinants of Customer satisfaction and loyalty. This study will be a identify study was done on the Casual dining restaurants in goa considering the Customer loyalty and Customer satisfaction,

2.1 CONCEPTUAL MODEL

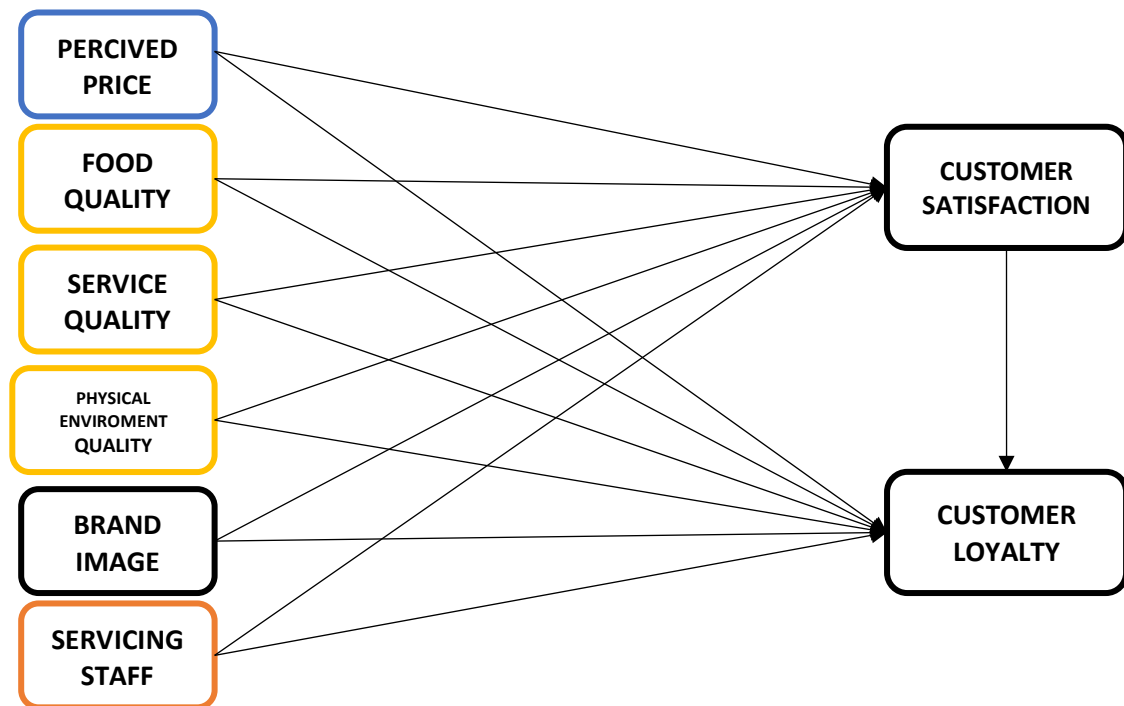


Figure 2.1: Conceptual model

Variables from

(Kaewmahaphinyo et al., 2021)

(Shin & Yu, 2020)

(Kaewmahaphinyo et al., 2021)(Çetinsöz, 2019)

(Mubarok et al., 2023)

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter focuses the research methodology used for the current study. It is divided into 4 parts. The first part dealing with the research design, secondly it discusses the research approach, research instrument and finally the method for the data analysis. In this chapter we discuss in details the data collection method used for collecting the data, the variables and the attributes for each of the variables. It also tells us what type of research method use and what is the sample size for the we use for data collection, and technique used for data collecting.it also tells us the sample size for the questionnaire and the responses received from the survey. The final part tells us the methods used for data analysis.

3.2 RESEARCH DESIGN

The descriptive research design was used to explain the relationship between the variables used in this study. It involved total of 8 variables while Perceived price (PP), Food quality (FQ) Service Quality (SQ), Physical environment quality (PEQ), Brand image (BI), Servicing staff (SS) being the independent variables and Customer Satisfaction (CS) and (Customer Loyalty) being the Dependent variable. Each of the variables had 4 attributes. The study used total of 32 attributes with 314 respondents in total with out of 320 sample size.

3.3 RESEARCH APPROACH

This study adopts a quantitative research method and data was collected from the People who visit casual dining restaurants. Convenience sampling technique and snow ball technique was used to collect the data in the form of questionnaires which were distributed through social media. The total responses were collected where 314 responses through online questionnaires

were collected out of the sample size which was originally 320 based on the number of questions

3.4 RESEARCH INSTRUMENT

The data collection method was primary data which featured a survey questionnaire. The questionnaire was divided into 2 section of which the section A consisted of the demographic profiles of the respondents who visit casual dining the restaurants and their numbers of visits and the amount they spend at the casual dining restaurants while the section 2 consisted of the various factors which determined the Customer satisfaction and Customer loyalty towards the casual dining restaurants, the variables were adopted from Ing et al., (2020),Zavira et al.,(2023)and Kaewmahaphinyo et al., (2021). They are measured using Five Point Likert Scales that ranges from "Strongly Disagree" (1) to "Strongly Agree" (5).

3.5 METHODS OF DATA ANALYSIS

PLS-SEM is a method that can be used for quantitative data analysis depending on the goals of the study. This is so because PLS does not need that the data normalcy assumption be met.(Sarstedt et al., 2020). According to Vetter, (2017), descriptive statistics is a method for figuring out, summarising, and presenting the data that has been collected for a study. We used descriptive statistics to ascertain the sociodemographic data of the respondents, such as age, gender, and occupation, descriptive statistics was also used to analyse the variables which determine the variables used in the study.

The reflective measurement model's construct validity, convergent validity, internal consistency reliability, and discriminant validity were evaluated(Hair et al., 2019). Once the measurement model has been approved, the structural model is assessed next.To evaluate the path coefficients, a bootstrap technique was applied. as well as statistically meaningful theories.

CHAPTER 4-ANAYLSIS AND RESULTS

4.1 INTRODUCTION

This chapter contains analysis of the raw data collected through questionnaire and survey. The chapter discusses in detail the demographic profile of the respondents, aimed to measure the level of satisfaction and loyalty of the Customers towards the various casual dining restaurants in goa. The demographic data is analysed with the help of MS- Excel and Jamovi Software. The Data analysis of the conceptual model is conducted on the Software Smart PLS 4. The inferences derived from the end result are discussed in detail in this chapter.

Table 4.1: Results of Demographic profile of the respondents

DEMOGRAPHIC PROFILE OF THE RESPONDENTS				
		Counts	% of total	Cumulative %
Gender	Male	193	61.50%	100.00%
	Female	121	38.5 %	38.5 %
Age	Below 18 years	17	5.4 %	96.50%
	18 – 30 years	230	73.2 %	73.2 %
	31 – 40 years	36	11.5 %	84.7 %
	41 – 50 years	20	6.40%	91.10%
	More than 50 years	11	3.5 %	100.0 %
Marital status	Married	65	20.7 %	20.7 %
	Unmarried	249	79.3 %	100.0 %
Occupation	Student	171	54.5 %	99.0 %
	Employed	77	24.5 %	24.5 %
	Self employed	33	10.5 %	44.6 %
	Professional	20	6.4 %	33.4 %
	Retired	2	0.6 %	34.1 %
	Housewife	8	2.5 %	27.1 %
	Unemployed	3	1.0 %	100.0 %
	Primary school	6	1.9 %	97.1 %
Educational qualification	SSC	9	2.9 %	100.0 %
	HSSC	40	12.7 %	60.2 %
	Graduation	149	47.5 %	47.5 %
	Post graduation	105	33.4 %	95.2 %

	PHD	5	1.6 %	61.8 %
Monthly income	Less than 40,000	180	57.3 %	97.1 %
	40,000 – 60,000	53	16.9 %	16.9 %
	60,001 – 80,000	35	11.1 %	28.0 %
	80,001 – 1,00,000	37	11.8 %	39.8 %
	More than 1,00,001	9	2.9 %	100.0 %
Location	North goa	235	74.8 %	74.8 %
	South goa	79	25.2 %	100.0 %
Place of residence	Urban	193	61.50%	100.00%
	Rural	121	38.5 %	38.5 %
Do you visit casual dining restaurants?	Yes	314	100.0 %	100.0 %
	No	0	0	0
How many times do you visit the restaurants	Once a week	43	13.7 %	40.1 %
	Twice a week	76	24.2 %	100.0 %
	Once a month	83	26.4 %	26.4 %
	Only on the special occasions	112	35.7 %	75.8 %
How much money do you spend at casual dining restaurant	Less than 2000	89	28.3 %	100.0 %
	2001-3000	108	34.4 %	34.4 %
	3001 - 4000	71	22.6 %	57.0 %
	4001 or above	46	14.6 %	71.7 %

Source: Compilation based on Primary data

4.2 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic profile findings from the study were of the respondents participating in the study. The majority of respondents identified as students, comprising 54.5% of the sample, followed by employed individuals at 24.5% and self-employed individuals at 10.5%. Geographically, a significant portion of respondents hailed from urban areas, constituting 61.5% of the total, while the remaining 38.5% resided in rural locales. Marital status distribution revealed that a substantial proportion of respondents were unmarried, comprising 79.3% of the sample, with the remainder being married. In terms of age demographics, the largest cohort fell within the 18-30 years range, encompassing 73.2% of respondents, followed by 31-40 years and 41-50 years age groups. Education-wise, a plurality of respondents held graduation degrees, making up 47.5% of the sample, while 33.4% possessed post-graduate

qualifications, and a smaller 1.6% held Ph.D. degrees. Regarding income distribution, a notable portion of respondents reported monthly earnings below 40,000, constituting 57.3% of the sample, with smaller segments falling into higher income brackets. Gender distribution showed a majority of male respondents at 61.5%, while female respondents made up 38.5% of the sample. Collectively, these findings offer a comprehensive overview of the diverse characteristics of the respondents, shedding light on their occupational, geographic, marital, age, educational, income, and gender profiles within the study. The marital status, where the majority of respondents were unmarried, constituting 79.3% of the total, while the married accounted for 20.7%. Age distribution indicates a significant portion of respondents falling within the 18-30 years category, comprising 73.2%, followed by smaller percentages across other age brackets. Regarding occupation, students constituted the largest group at 54.5%, followed by employed individuals at 24.5%, self-employed at 10.5%, professionals at 6.4%, retirees at 0.6%, housewives at 2.5%, and unemployed at 1.0%. The place of residence data shows a majority from urban areas, accounting for 61.5%, with the remaining 38.5% residing in rural areas. Education frequencies depict the dominance of respondents with graduation degrees at 47.5%, followed by post-graduation at 33.4%, HSSC at 12.7%, SSC at 2.9%, primary school at 1.9%, and Ph.D. holders at 1.6%. Monthly income distribution indicates that 57.3% of respondents earn less than 40,000, followed by smaller Percentages across higher income brackets. In summary, the data paints a detailed picture of the demographic composition, including marital status, age, occupation, place of residence, education, and income, offering valuable insights into the characteristics of the surveyed respondents.

Table 4.2 Results of Descriptive Statistics of the variables

Descriptive Statistics					
Variables	Mean	Median	SD	Skewness	Kurtosis
PP 1	4.02	4	0.935	-0.91	0.6081
PP 2	3.59	4	0.83	-0.532	0.3245

PP 3	3.87	4	0.879	-0.51	-0.0895
PP 4	3.75	4	0.926	-0.603	0.3283
FQ 1	3.91	4	0.994	-0.801	0.2279
FQ 2	3.79	4	0.869	-0.698	0.3773
FQ 3	3.86	4	0.905	-0.545	0.0694
FQ 4	3.69	4	0.917	-0.541	0.2772
SQ 1	3.95	4	0.973	-0.877	0.5868
SQ 2	3.65	4	0.913	-0.523	0.0284
SQ 3	3.7	4	0.939	-0.536	0.1411
SQ 4	3.82	4	0.955	-0.795	0.6198
PEQ 1	3.87	4	0.988	-0.695	0.0131
PEQ 2	3.77	4	0.876	-0.764	0.9239
PEQ 3	3.7	4	0.917	-0.603	0.4574
PEQ 4	3.8	4	0.912	-0.431	-0.224
BI 1	3.94	4	0.93	-0.664	0.0839
BI 2	3.64	4	0.888	-0.461	0.3797
BI 3	3.75	4	0.868	-0.575	0.4651
BI 4	3.86	4	0.873	-0.674	0.6238
SS 1	3.96	4	0.967	-0.814	0.2391
SS 2	3.75	4	0.837	-0.519	0.3155
SS 3	3.74	4	0.926	-0.439	-0.2725
SS 4	3.79	4	0.968	-0.722	0.4001
CS 1	3.95	4	0.999	-0.794	0.1828
CS 2	3.66	4	0.916	-0.729	0.7225
CS 3	3.8	4	0.942	-0.589	0.03
CS 4	3.81	4	0.883	-0.577	0.5222
CL 1	3.98	4	0.972	-0.801	0.2577
CL 2	3.76	4	0.917	-0.685	0.7189
CL 3	3.85	4	0.86	-0.625	0.5014
CL 4	3.71	4	0.956	-0.502	0.0104

4.3 DESCRIPTIVE STATISTICS ON THE VARIABLES

The research items were descriptively analysed based on a Five-point Likert-scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree). Table 2 reports the descriptive analysis findings of the variables which determines the Customer satisfaction and Customer loyalty towards the casual dining restaurants in Goa. Here's a breakdown of the table by column:

Variables: This column lists the different variables which influence Customer satisfaction and Customer loyalty which are denoted by letters and numbers

Mean: This column shows the average meeting duration for different variables, The mean of the variables ranges from 3.64 to 3.98 meetings.

SD: This column shows the standard deviation for each of the variables. Standard deviation is a measure of how spread out the data is from the mean. A lower standard deviation indicates that the meeting durations are closer to the mean, and a higher standard deviation indicates that the meeting durations are spread out more. The standard deviation ranges from 0.83 to 0.994 meetings.

Skewness: This column shows the skewness for each of the variables. Skewness describes how symmetrical the distribution of meeting durations is. A positive skew means the distribution is skewed right, with a longer tail on the right side of the distribution. A negative skew means the distribution is skewed left, with a longer tail on the left side of the distribution(Wood, 2008). The skewness ranges from -0.91 to -0.431, indicating that the distribution of meeting durations is skewed to the left for all variables.

Kurtosis: This column shows the kurtosis for each of the variables. Kurtosis describes how Peaked the distribution of meeting durations is. A kurtosis value of 3 indicates a normal distribution. A kurtosis value less than 3 indicates a flat distribution, and a kurtosis value greater than 3 indicates a peaked distribution(Wood, 2008). The kurtosis ranges from -0.224 to 0.9239, with most of the variables having a kurtosis value less than 3.

As stated by Griffin & Steinbrecher, (2013) the values for skewness and kurtosis should fall between -3 and + 3 and -10 and +10, respectively

4.4 MEASUREMENT MODEL

A measurement model is a theoretical model that explains scoring, instrumentation, and methods of measuring variables. In order to increase the measurement's accuracy and utility, it additionally assesses its quality. Comparable to a factor analysis, a measurement model associates conceptual variables with measured variables. The measurement model evaluates

indicator reliability, convergent validity, and discriminant validity. To assess the composite reliability (CR) of the research model, the item's factor loadings must exceed 0.70 (Bagozzi & Yi, 1988) (Hanafiah, 2020). Next, convergent validity is determined using the Average Variance Extracted (AVE), the authors Hair et al., (2019) and Bagozzi & Yi, (1988) suggested that the AVE value should be greater than 0.5.

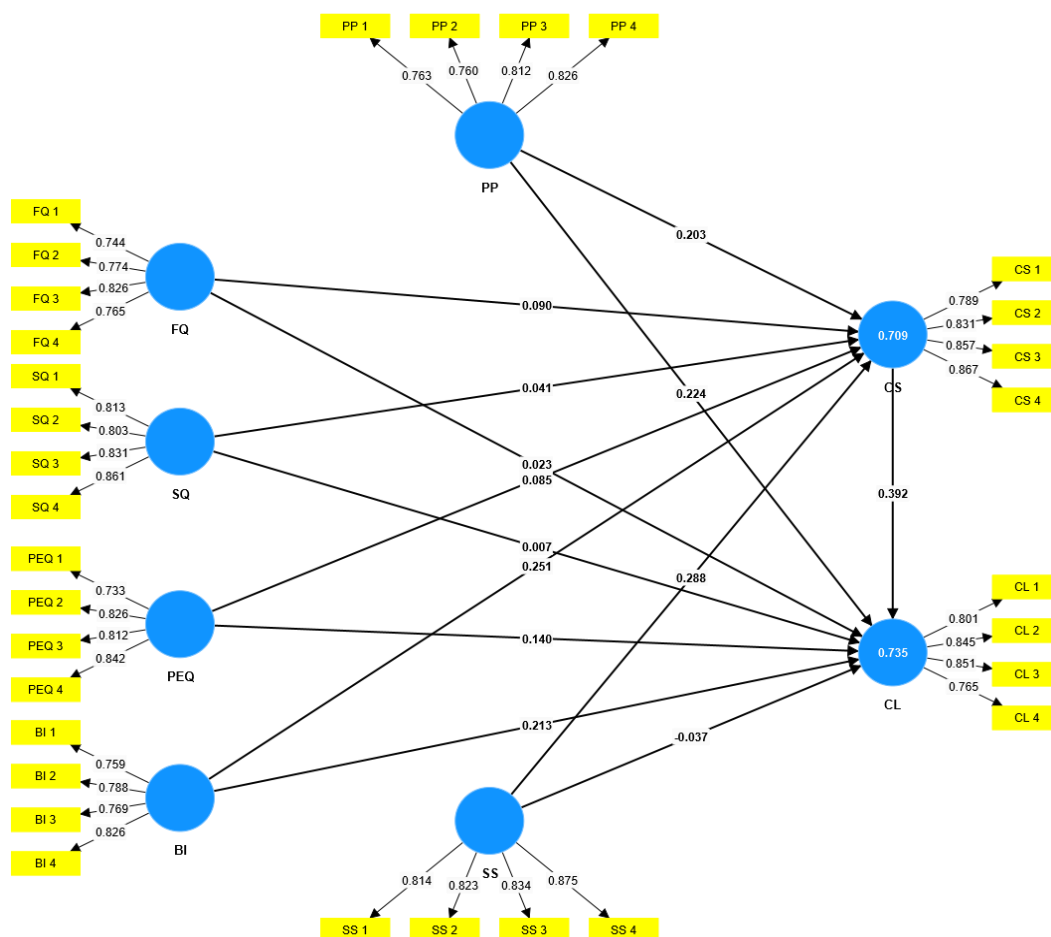


Figure 4.1: Measurement Model

4.5 Factor Loadings

Table 4.3: Results of Factor loadings

CONSTRUCT	INDICATORS	Outer loadings
Brand image	BI 1 <- BI	0.759
	BI 2 <- BI	0.788
	BI 3 <- BI	0.769
	BI 4 <- BI	0.826
Customer loyalty	CL 1 <- CL	0.801
	CL 2 <- CL	0.845
	CL 3 <- CL	0.851
	CL 4 <- CL	0.765
Customer satisfaction	CS 1 <- CS	0.789
	CS 2 <- CS	0.831
	CS 3 <- CS	0.857
	CS 4 <- CS	0.867
Food quality	FQ 1 <- FQ	0.744
	FQ 2 <- FQ	0.774
	FQ 3 <- FQ	0.826
	FQ 4 <- FQ	0.765
Physical environment Quality	PEQ 1 <- PEQ	0.733
	PEQ 2 <- PEQ	0.826
	PEQ 3 <- PEQ	0.812
	PEQ 4 <- PEQ	0.842
Perceived price	PP 1 <- PP	0.763
	PP 2 <- PP	0.760
	PP 3 <- PP	0.812
	PP 4 <- PP	0.826
Service quality	SQ 1 <- SQ	0.813
	SQ 2 <- SQ	0.803
	SQ 3 <- SQ	0.831
	SQ 4 <- SQ	0.861
Servicing staff	SS 1 <- SS	0.814
	SS 2 <- SS	0.823
	SS 3 <- SS	0.834
	SS 4 <- SS	0.875

Outer loadings are values used to assess the relationship between a manifest variable (indicator) and its corresponding latent variable (construct) in a PLS-SEM analysis.

The outer loadings range from 0 to 1.

Strong Loading (0.8 - 1.0): The manifest variable strongly reflects the latent variable. In other words, the measure is a good indicator of the construct it is supposed to represent.

Moderate Loading (0.7 - 0.8): The manifest variable has a moderate relationship with the latent variable. It is still a reasonable indicator, but there might be some room for improvement.

Weak Loading (0.5 - 0.7): The relationship between the manifest variable and the latent variable is weak. You might want to consider revising the measure or collecting additional data to strengthen this relationship.

Very Weak Loading (Below 0.5): The manifest variable has a very weak relationship with the latent variable and may not be a suitable measure for the construct. It is recommended to re-evaluate this measure.

Most of the outer loadings in appear to be moderate to strong (between 0.733 and 0.857), indicating that the manifest variables generally have good relationships with their corresponding latent variables.

4.6 CONSTRUCT RELIABILITY AND VALIDITY

Table 4.4: Results of Cronbach's alpha, composite reliability and AVE

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.793	0.866	0.618
CL	0.832	0.888	0.666
CS	0.857	0.903	0.700
FQ	0.782	0.859	0.605
PEQ	0.817	0.880	0.647
PP	0.800	0.870	0.626
SQ	0.846	0.897	0.684
SS	0.857	0.903	0.701

Source: Compilation based on Primary data

Reliability is defined as the extent to which a measuring instrument is stable and consistent.

The essence of reliability is repeatability. If an instrument is administered over and over again,

will it yield same results”. The two most commonly used methods for establishing reliability include Cronbach Alpha and Composite Reliability (CR).

Cronbach's Alpha: Cronbach's alpha is a measure of internal consistency reliability, indicating how closely related a set of items are as a group. Generally, a Cronbach's alpha value of 0.7 or higher is considered acceptable for research purposes. The Cronbach's alpha values in the table range from 0.782 to 0.857, indicating good internal consistency reliability for all constructs.

Composite Reliability (ρ_c): Composite reliability is another measure of internal consistency reliability, but it takes into account the factor loadings of items in addition to their variances. Like Cronbach's alpha, values above 0.7 are considered acceptable. The composite reliability values in the table range from 0.859 to 0.903, indicating strong internal consistency reliability for all constructs.

Average Variance Extracted (AVE): AVE measures the amount of variance captured by the construct relative to the amount due to measurement error. AVE values above 0.5 are considered acceptable. The AVE values in the table range from 0.605 to 0.701, indicating that each construct explains a substantial amount of variance relative to measurement error, thus demonstrating convergent validity.

Based on these results, it can be concluded that measurement model demonstrates good reliability and validity. The high values of Cronbach's alpha and composite reliability suggest that the items within each construct are highly correlated, indicating consistency in measurement. Additionally, the AVE values indicate that each construct captures a significant amount of variance relative to measurement error, supporting convergent validity. Overall, these findings indicate that the measurement model effectively measures the constructs of interest in the study.

4.7 THE FORNELL-LARCKER CRITERION

Table 4.5 Results of FORNELL-LARCKER CRITERION

	BI	CL	CS	FQ	PEQ	PP	SQ	SS
BI	0.786							
CL	0.769	0.816						
CS	0.773	0.804	0.837					
FQ	0.737	0.703	0.724	0.778				
PEQ	0.779	0.712	0.715	0.712	0.804			
PP	0.672	0.719	0.689	0.721	0.593	0.791		
SQ	0.708	0.659	0.681	0.717	0.686	0.659	0.827	
SS	0.778	0.696	0.768	0.738	0.773	0.607	0.715	0.837

Source: Compilation based on Primary data

The Fornell-Larcker criterion is a method used to assess discriminant validity in a measurement model by comparing the square roots of the AVE values with the correlations between constructs. The Fornell-Larcker criterion: The square root of AVE in every latent variable should be more than other correlation values among the latent variables (Fornell & Larcker, 1981). The Fornell Larcker criterion results are presented in

BI: The square root of the AVE for BI is approximately 0.786. The correlations between BI and other constructs (CL: 0.769, CS: 0.773, FQ: 0.737, PEQ: 0.779, PP: 0.672, SQ: 0.708, SS: 0.778) are all lower than 0.786, indicating discriminant validity.

CL: The square root of the AVE for CL is approximately 0.816. The correlations between CL and other constructs (BI: 0.769, CS: 0.804, FQ: 0.703, PEQ: 0.712, PP: 0.659, SQ: 0.659, SS: 0.696) are all lower than 0.816, indicating discriminant validity.

CS: The square root of the AVE for CS is approximately 0.837. The correlations between CS and other constructs (BI: 0.773, CL: 0.804, FQ: 0.724, PEQ: 0.719, PP: 0.721, SQ: 0.686, SS: 0.773) are all lower than 0.837, indicating discriminant validity.

FQ: The square root of the AVE for CS is approximately 0.778. The correlations between CS and other constructs (PEQ: 0.712, PP: 0.721, SQ: 0.717, SS: 0.738) are all lower than 0.778, indicating discriminant validity.

PEQ: The square root of the AVE for CS is approximately 0.804. The correlations between CS and other constructs (PP:0.593, SQ: 0.686, SS: 0.773) are all lower than 0.804, indicating discriminant validity.

PP: The square root of the AVE for CS is approximately 0.791. The correlations between CS and other constructs (SQ: 0.659, SS: 0.607) are all lower than 0.791, indicating discriminant validity.

SQ: The square root of the AVE for CS is approximately 0.827. The correlations between CS and other constructs (SS: 0.715) is lower than 0.827, indicating discriminant validity.

SS: The square root of the AVE for CS is approximately 0.837 indicating discriminant validity.

4.8 INNER MODEL

Table 4.6 Results of VIF

CONSTRUCTS	VIF
BI -> CL	3.905
BI -> CS	3.689
CS -> CL	3.431
FQ -> CL	3.372
FQ -> CS	3.344
PEQ -> CL	3.290
PEQ -> CS	3.266
PP -> CL	2.539
PP -> CS	2.397
SQ -> CL	2.737
SQ -> CS	2.732
SS -> CL	3.805
SS -> CS	3.520

Source: Compilation based on Primary data

The variance Inflation Factor (VIF) is a measure of multicollinearity in a regression analysis, including PLS-SEM. Multicollinearity occurs when there is a high degree of correlation between independent variables (manifest variables in PLS-SEM). This can cause problems with interpreting the results of the analysis.

$VIF < 3$: Indicates a very low risk of multicollinearity.

$3 < VIF < 5$: Indicates a moderate risk of multicollinearity.

$VIF > 5$: Indicates a high risk of multicollinearity. This can lead to inaccurate and misleading results.

All the VIF values are below 3 which means that there is no multicollinearity in the data set.

4.9 STRUCTURAL MODEL

A conceptual map that illustrates the proposed connections between latent components and demonstrates how various constructions influence one another is called a structural model in research. This model is used by the statistical technique known as structural equation modelling (SEM) to assess and test multivariate causal linkages. While SEM and regression analysis are comparable, SEM has the ability to analyse both simple and complex relationships and take measurement error into consideration.

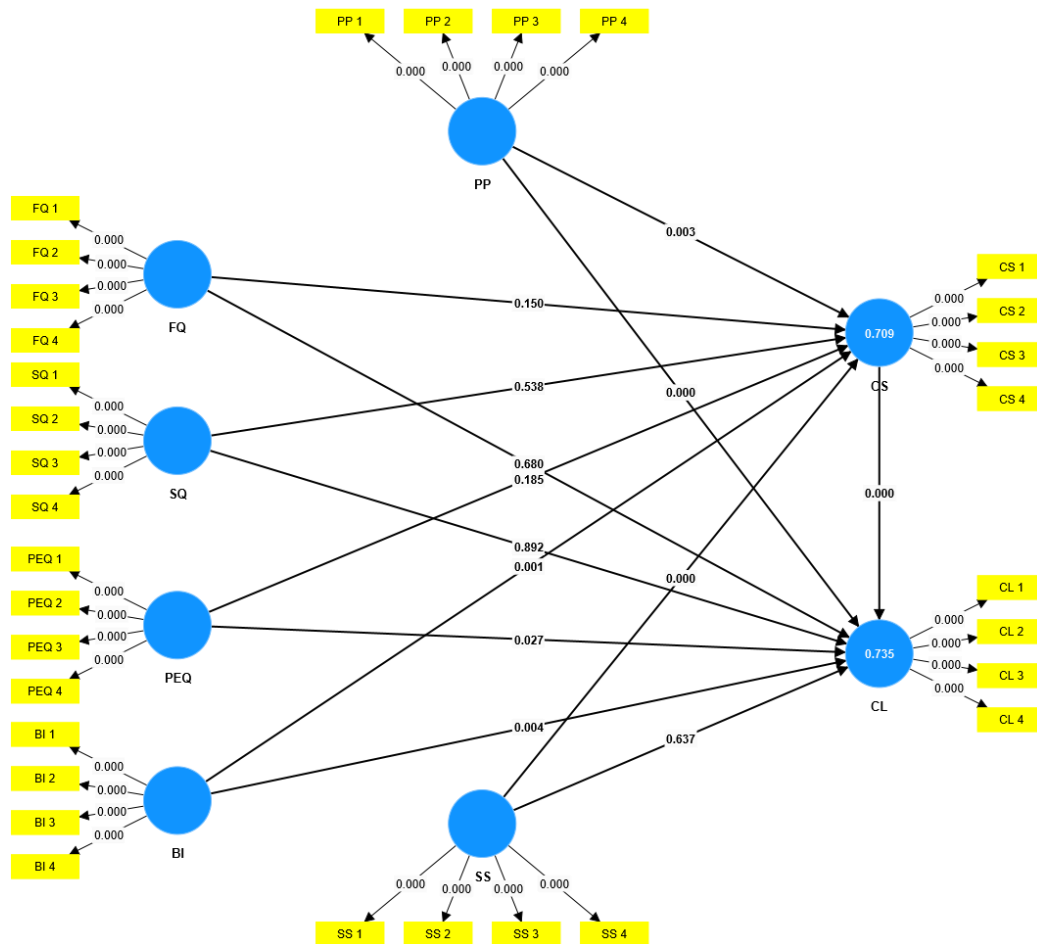


Figure 4.2: Result of Structural Model

4.10 R-Square

Table 4.6: Results of R-Square

Overview		
	R-square	R-square adjusted
CL	0.735	0.729
CS	0.709	0.703

Source: Compilation based on Primary data

The R-squared (R^2) and adjusted R-squared (R^2 adjusted) values are measures of how well the independent variables (predictors) in a regression model explain the variance in the dependent variable (outcome). The Paper (Hair et al., 2019) states that R^2 values of 0.50, 0.25, and 0.75

are regarded as weak, moderate, and substantial, respectively. R^2 values greater than 0.90 generally indicate overfitting.

R-squared (R^2):

For CL (Customer Loyalty): $R^2 = 0.735$

For CS (Customer Satisfaction): $R^2 = 0.709$

These values indicate that approximately 73.5% of the variance in Customer Loyalty and 70.9% of the variance in Customer Satisfaction are explained by the independent variables included in the regression models.

4.11 Q-Square

Table 4.8: Results of Q-Square

PLS-SEM	
	Q^2_{predict}
CL	0.674
CS	0.691

Source: Compilation based on Primary data

In Partial Least Squares Structural Equation Modelling (PLS-SEM), Q^2 (Q-squared) values are used to assess the predictive relevance of the model. Q^2 measures how well the model predicts the endogenous constructs (CL: Customer Loyalty, CS: Customer Satisfaction) based on the exogenous constructs (Predict: predictors). The paper (Hair et al., 2019) states that Significant values are those greater than zero. The PLS path model's small, medium, and large predictive accuracy are represented by values greater than 0, 0.25, and 0.50.

Here are the provided Q^2 values:

For CL (Customer Loyalty): $Q^2 = 0.674$

For CS (Customer Satisfaction): $Q^2 = 0.691$

In this case, both Q² values (0.674 for Customer Loyalty and 0.691 for Customer Satisfaction) suggest that the model has predictive relevance for both constructs. This indicates that

4.12: STRUCTURAL MODEL AND HYPOTHESIS STATUS

Table 4.9: Results of structural model and hypothesis status

Mean, STDEV, T values, p values						
HYPOTHESIS	CONSTRUCT	Path coefficient	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	HYPOTHESIS SUPPORTED
H1	PP -> CS	0.203	0.068	3.010	0.003	Supported
H2	PP -> CL	0.224	0.050	4.455	0.000	Supported
H3	FQ -> CS	0.090	0.062	1.438	0.150	Not supported
H4	FQ -> CL	0.023	0.056	0.413	0.680	Not supported
H5	SQ -> CS	0.041	0.067	0.616	0.538	Not supported
H6	SQ -> CL	0.007	0.052	0.136	0.892	Not supported
H7	PEQ -> CS	0.085	0.064	1.325	0.185	Not supported
H8	PEQ -> CL	0.140	0.063	2.215	0.027	Supported
H9	BI -> CS	0.251	0.074	3.390	0.001	Supported
H10	BI -> CL	0.213	0.073	2.911	0.004	Supported
H11	SS -> CS	0.288	0.069	4.189	0.000	Supported
H12	SS -> CL	-0.037	0.078	0.473	0.637	Not supported
H13	CS -> CL	0.392	0.075	5.240	0.000	Supported

*Significance at 0.05

Source: Compilation based on Primary data

The effect of Perceived price on customer satisfaction from the results of statistical tests, the sig value of 0.003 is less than the significant level < 0.05 ($0.003 < 0.05$). This means that Perceived price does have a significant impact on customer satisfaction.

The effect of Perceived price on customer loyalty from the results of statistical tests, the sig value of 0.000 is less than the significant level < 0.05 ($0.000 < 0.05$). This means that Perceived price does have a significant impact on customer loyalty.

The effect of food quality on customer satisfaction from the results of statistical tests, the sig value of 0.150 is greater than the significant level > 0.05 ($0.150 > 0.05$). This means that food quality does not have a significant impact on customer satisfaction.

The effect of food quality on customer loyalty from the results of statistical tests, the sig value of 0.680 is greater than the significant level > 0.05 ($0.680 > 0.05$). This means that food quality does not have a significant impact on customer loyalty.

The effect of service quality on customer satisfaction from the results of statistical tests, the sig value of 0.538 is greater than the significant level > 0.05 ($0.538 > 0.05$). This means that service quality does not have a significant impact on customer satisfaction.

The effect of service quality on customer loyalty from the results of statistical tests, the sig value of 0.892 is greater than the significant level > 0.05 ($0.892 > 0.05$). This means that service quality does not have a significant impact on customer loyalty.

The effect of physical environment on customer satisfaction from the results of statistical tests, the sig value of 0.185 is greater than the significant level > 0.05 ($0.185 < 0.05$). This means that physical environment y does not have a significant impact on customer satisfaction.

The effect of physical environment on customer loyalty from the results of statistical tests, the sig value of 0.027 is less than the significant level < 0.05 ($0.027 < 0.05$). This means that physical environment does have a significant impact on customer loyalty.

The effect of brand image on customer satisfaction from the results of statistical tests, the sig value of 0.001 is less than the significant level < 0.05 ($0.001 < 0.05$). This means that brand image does have a significant impact on customer satisfaction.

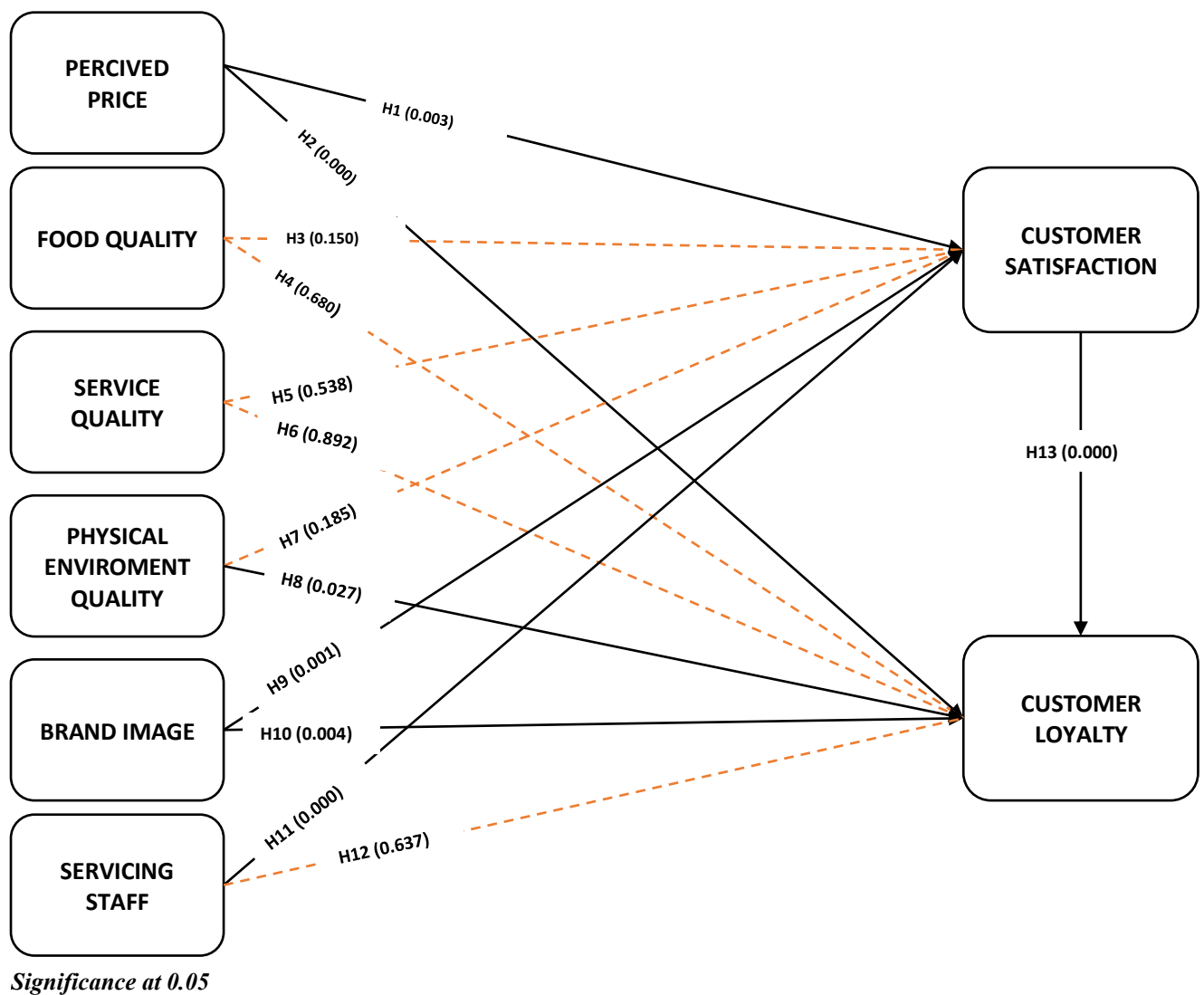
The effect of brand image on customer loyalty from the results of statistical tests, the sig value of 0.004 is less than the significant level < 0.05 ($0.004 < 0.05$). This means that brand image does have a significant impact on customer loyalty.

The effect of servicing staff on customer satisfaction from the results of statistical tests, the sig value of 0.000 is less than the significant level < 0.05 ($0.000 < 0.05$). This means that servicing staff does have a significant impact on customer satisfaction.

The effect of servicing staff on customer loyalty from the results of statistical tests, the sig value of 0.637 is greater than the significant level > 0.05 ($0.637 > 0.05$). This means that servicing staff does not have a significant impact on customer loyalty

The effect of customer satisfaction on customer loyalty From the results of statistical tests, the sig value of 0.000 is less than the significant level < 0.05 ($0.000 < 0.05$). This means that customer satisfaction does have a significant impact on customer loyalty

4.3 s



CHAPTER 5: FINDING, SUMMARY AND CONCLUSION

5.1 INTRODUCTION

The study deals with Customer satisfaction and Customer loyalty towards casual dining restaurants in Goa. The study explores the demographic variables of the customers across its gender, monthly income, location of the respondents. It also explores the number of visits to the restaurant by the customer, how would they come to know about the restaurants and the sources, their accompany while visiting the restaurants and how much they spend at the restaurant in person.

Here, the analysis was carried out to evaluate the existing literature available on casual dining restaurants and the Customer behaviour towards the casual dining restaurants which was divided into three parts. Firstly, research questions and research objectives and the research gap based on year of publication, Number of Authors, and country where research is carried out. In second part i.e. Source of data & data collection method was categories into Type and Nature of the study, Type of data collected, Research Method i.e. primary methods and secondary methods, Sampling Method and Sample Size and last was technique's part where percentage and graph were used to show the result.

In First RQ1 and Objective 1, deals with the factors which influence customers satisfaction towards casual dining restaurants. Here analysis used is exploratory factory analyses to identify the factors considered by customers towards visiting restaurants. Here, factors were considered based on previous study done under same area. Total factors identified were eight , which included 32 variables. the eight factors were named as Perceived price, food quality service quality, physical environment quality, brand image service staff to evaluated to see whether there exists any significant impact on the Customer satisfaction with respect to their demographic profile (Age, Education, Income, Marital status, Occupation and Location) between male and female customer visiting casual dining restaurants.

In First RQ2 and Objective 2, deals with the factors which influence customers loyalty towards casual dining restaurants . Here analysis used is exploratory factory analyses to identify the factors considered by customers towards visiting restaurants. Here, factors were considered based on previous study done under same area. Total factors identified were eight , which included 32 variables. the eight factors were named as Perceived price, food quality service quality, physical environmentalist, brand image service staff to evaluated to see whether there exists any significant impact on the Customer satisfaction with respect to their demographic profile (Age, Education, Income, Marital status, Occupation and Location) between male and female customer visiting casual dining restaurants..

In Third RQ3 and Objective 3, data was analysed to find out the whether the Customer satisfaction have a effect on the Customer loyalty towards the casual dining restaurants in goa.

5.2 FINDINGS

5.2.1 FINDINGS FROM DEMOGRAPHIC APPROACH

The demographic profile findings from the study were of the respondents participating in the study. The majority of respondents identified as students, comprising 54.5% of the sample, followed by employed individuals at 24.5% and self-employed individuals at 10.5%. Geographically, a significant portion of respondents hailed from urban areas, constituting 61.5% of the total, while the remaining 38.5% resided in rural locales. Marital status distribution revealed that a substantial proportion of respondents were unmarried, comprising 79.3% of the sample, with the remainder being married. In terms of age demographics, the largest cohort fell within the 18-30 years range, encompassing 73.2% of respondents, followed by 31-40 years and 41-50 years age groups. Education-wise, a plurality of respondents held graduation degrees, making up 47.5% of the sample, while 33.4% possessed post-graduate qualifications, and a smaller 1.6% held Ph.D. degrees. Regarding income distribution, a notable

portion of respondents reported monthly earnings below 40,000, constituting 57.3% of the sample, with smaller segments falling into higher income brackets. Gender distribution showed a majority of male respondents at 61.5%, while female respondents made up 38.5% of the sample. Collectively, these findings offer a comprehensive overview of the diverse characteristics of the respondents, shedding light on their occupational, geographic, marital, age, educational, income, and gender profiles within the study. The marital status, where the majority of respondents were unmarried, constituting 79.3% of the total, while the married accounted for 20.7%. Age distribution indicates a significant portion of respondents falling within the 18-30 years category, comprising 73.2%, followed by smaller percentages across other age brackets. Regarding occupation, students constituted the largest group at 54.5%, followed by employed individuals at 24.5%, self-employed at 10.5%, professionals at 6.4%, retirees at 0.6%, housewives at 2.5%, and unemployed at 1.0%. The place of residence data shows a majority from urban areas, accounting for 61.5%, with the remaining 38.5% residing in rural areas. Education frequencies depict the dominance of respondents with graduation degrees at 47.5%, followed by post-graduation at 33.4%, HSSC at 12.7%, SSC at 2.9%, primary school at 1.9%, and Ph.D. holders at 1.6%. Monthly income distribution indicates that 57.3% of respondents earn less than 40,000, followed by smaller percentages across higher income brackets. In summary, the data paints a detailed picture of the demographic composition, including marital status, age, occupation, place of residence, education, and income, offering valuable insights into the characteristics of the surveyed respondents.

5.2.2 FINDINGS ON DEMOGRAPHICS VISITING RESTAURANTS

The findings based on visitation to casual dining restaurants, all respondents indicated that they visit such establishments. The frequency of visits varied, with a significant portion of respondents, accounting for 35.7%, reporting visits only on special occasions. Additionally,

26.4% visit once a month, 24.2% visit twice a week, and 13.7% visit once a week. In terms of expenditure at casual dining restaurants, the data reveals a diverse range of spending habits. A plurality of respondents, constituting 34.4%, spend between 2001 to 3000, followed closely by those spending less than 2000, at 28.3%. Furthermore, 22.6% spend between 3001 to 4000, while 14.6% spend 4000 or above. Overall, this comprehensive dataset provides insights into the geographic distribution, visitation frequency, and expenditure patterns of respondents concerning casual dining restaurants, offering valuable implications for the restaurant industry and Customer behaviour analysis.

5.2.3 FINDINGS FROM THE DESCRIPTIVE STATISTICS OF THE VARIABLES

The provided data presents descriptive statistics including skewness and kurtosis for several variables. Each variable appears to represent eight variables which were Perceived price, Food quality, Service Quality, Physical environment quality, brand image, servicing staff were independent variables while Customer satisfaction and Customer loyalty were dependent variables. For each variable, the statistics included N (count of non-missing values) Missing (count of missing values) Mean, Median, Standard Deviation (SD), Skewness, Skewness Standard Error (SE), Kurtosis, Kurtosis Standard Error (SE). The skewness indicates the degree of asymmetry in the distribution of each variable, while kurtosis measures the degree of peakness or flatness compared to a normal distribution. The skewness values vary across variables, with negative skewness indicating a left-skewed distribution (where the tail is on the left side of the peak) and positive skewness indicating a right-skewed distribution (where the tail is on the right side of the peak). Similarly, kurtosis values indicate the degree of peakedness or flatness of the distribution. Positive kurtosis indicates a relatively peaked distribution, while negative kurtosis indicates a relatively flat distribution. Overall, the descriptive statistics

provide insight into the central tendency, variability, skewness, and kurtosis of each variable, aiding in understanding their distributional characteristics.

5.2.4 FINDINGS FROM THE MEASUREMENT MODEL

The findings from the measurement models in Partial Least Squares Structural Equation Modelling (PLS-SEM) and the assessment of construct reliability and validity covers various aspects of model evaluation, including outer loadings, discriminant validity, Cronbach's Alpha, composite reliability, average variance extracted (AVE), and variance inflation factor (VIF). The Fornell-Larcker criterion is used to assess discriminant validity by comparing the square root of AVE with correlations between constructs. Outer loadings between manifest and latent variables indicate the strength of their relationship, with values above 0.7 considered good. Cronbach's Alpha and composite reliability values above 0.7 indicate good internal consistency reliability. AVE values above 0.5 demonstrate convergent validity, showing that constructs capture a substantial amount of variance relative to measurement error. VIF values below 3 indicate low risk of multicollinearity in the data set. Overall, the findings emphasize the importance of establishing reliable and valid measurement models in PLS-SEM analysis to ensure accurate and meaningful results in research studies. It provides a comprehensive guide on evaluating and interpreting various metrics to assess the quality of measurement models and the relationships between constructs.

5.2.5 FINDINGS FROM THE STRUCTURAL MODEL

The structural model analysis includes R-squared (R^2) and adjusted R-squared values, which indicate the variance explained by the independent variables in predicting Customer Loyalty (CL) and Customer Satisfaction (CS). The R-squared values are 0.735 for CL and 0.709 for CS, showing that approximately 73.5% and 70.9% of the variances in CL and CS, respectively,

are explained by the predictors. The adjusted R-squared values, which penalize for additional predictors, are 0.729 for CL and 0.703 for CS, providing more reliable comparisons between models with different numbers of predictors. Furthermore, the Q^2 values in Partial Least Squares Structural Equation Modelling (PLS-SEM) assess the predictive relevance of the model for CL and CS based on the predictors. The Q^2 values are 0.674 for CL and 0.691 for CS, indicating that the model effectively predicts both endogenous constructs. The analysis also includes the interpretation of the mean, standard deviation, T statistics, and p-values for the relationships between variables. Significant impacts are observed for brand image on customer loyalty and satisfaction, customer satisfaction on loyalty, perceived price on loyalty and satisfaction, and physical environment on loyalty. However, food quality, service quality, and servicing staff do not show significant impacts on loyalty or satisfaction. Overall, the structural model analysis provides insights into the relationships between variables and their impacts on Customer loyalty and satisfaction, demonstrating the effectiveness of the model in predicting these outcomes based on the included predictors.

5.3 CONCLUSION

Based on the results of the research on determinants of Customer satisfaction and loyalty towards casual dining restaurants in Goa, several key conclusions can be drawn:

Demographic Profile: The majority of respondents were young, unmarried students residing in urban areas. This demographic composition suggests that casual dining restaurants in Goa primarily cater to a youthful, urban population.

Restaurant Visitation: It was found that all respondents visited casual dining restaurants, with a significant portion visiting on special occasions. This indicates that casual dining establishments are popular among Goan residents for various social gatherings and events.

Descriptive Statistics: The descriptive statistics provided valuable insights into the distribution of variables, helping to understand the characteristics and trends within the data set.

Measurement Model: The evaluation of the measurement model emphasized the importance of reliability and validity in Partial Least Squares Structural Equation Modelling (PLS-SEM). The use of robust evaluation criteria such as the Fornell-Larcker criterion and Cronbach's Alpha ensured the integrity of the measurement model.

Structural Model: The structural model analysis revealed that brand image, customer satisfaction, and perceived price significantly influenced Customer loyalty and satisfaction. However, factors such as food quality, service quality, and servicing staff did not show significant impacts. This suggests that in the context of casual dining restaurants in Goa, aspects related to brand perception, overall satisfaction, and perceived value play a crucial role in shaping Customer loyalty and satisfaction.

In conclusion, the research provides valuable insights into the determinants of Customer behaviour in casual dining restaurants in Goa. Understanding these factors can assist restaurant owners and marketers in developing strategies to enhance customer satisfaction and loyalty, ultimately contributing to the success and sustainability of casual dining establishments in the region

5.4 MANAGERIAL IMPLICATIONS

The research explores the various determinants and their impact on Customer loyalty and satisfaction in Goa's lively casual dining restaurants. The results of the study provide managers and owners of restaurants with practical knowledge to develop tactics that enhance customer satisfaction, foster loyalty, and boost business growth. The necessity of improving food quality and menu options is central to these consequences. Using local and fresh products is important since it appeals to both the growing number of health-conscious customers and tourists who

are seeking authentic Goan flavours. A creative menu that also pays attention to presentation guarantees a dynamic eating experience that satisfies a variety of dietary requirements and satisfies the senses of sight.

Additionally, maximising friendliness and efficiency of service comes out as a crucial component. To guarantee excellent service delivery and inspire trust in staff members to answer Customer questions about the specifics of Goan cuisine, staff training is essential. Adopting technology improves operational accuracy and efficiency. One example is electronic order-taking systems. Personalised care creates a feeling of value and connection with customers, which increases their level of pleasure.

Furthermore, the research suggests focusing marketing efforts on particular Customer groups and using the information gathered to get a competitive edge in the crowded Goan eating market. Eventually, Goa's casual dining venues can create enduring bonds with their customers by following these managerial recommendations, which will open the door to continued expansion and success. Satisfied and devoted customers work as brand ambassadors, drawing in new business and sustaining the positive word-of-mouth and online reviews that are essential for long-term survival in this fast-paced food environment.

5.5 LIMITATIONS OF STUDY

This study explores the complex relationships between customer loyalty and satisfaction in Goan casual dining restaurants, but there are a number of limitations that should be noted since they may affect how comprehensive and conclusive the results are. The problem of representativeness and sampling is the most important of these restrictions. Because of its possible limited sample size, the study might not fully represent the wide range of customers that frequent Goan restaurants. In order to prevent this and provide a more complete picture of Customer behaviour, there is a need to cast a wider net and ensure coverage across a range of

demographic profiles of the respondents, geographic areas, and price points. Furthermore, it is important to take into account the inherent biases introduced by the methods used in collection of data. Although self-reported data is essential, it can be affected by variables like social desirability bias, which occurs when respondents give answers that are perceived as socially acceptable rather than ones that are entirely accurate to their experiences. Using a mixed-method approach that includes online and in-person surveys in addition to additional qualitative techniques like focus groups or interviews can help reduce these biases and enhance the variety of insights obtained. The seasonality and economic conditions of the study are examples of external influences that further muddy the interpretation. When evaluating data and making inferences, researchers need to take into consideration the varying customer inflow and economic conditions in Goa. Furthermore, the study's narrow geographic focus casts doubt on the applicability of its conclusions outside of Goa.

5.6 SCOPE FOR FURTHER RESEARCH

Further research on the determinants of Customer satisfaction and loyalty towards casual dining restaurants in Goa could explore several avenues to deepen understanding and provide valuable insights for restaurant owners, marketers, and policymakers. The research can be further conducted based on the following

Cultural Investigate how cultural factors specific to Goa, such as local cuisine preferences, dining traditions, and cultural events, impact Customer satisfaction and loyalty towards casual dining restaurants.

Considering a restaurant with specific goan cuisine foods and the way of serving the food as the previous studies conducted in abroad targeted a specific food restaurant.

The impact and influence of social media and food bloggers and their Reviews: Investigate the influence of social media and online review platforms on Customer perceptions and

behaviours. This could include examining the impact of online ratings, user-generated content, and social media engagement on restaurant choice and loyalty.

Employee Satisfaction and Service Quality: Investigate the relationship between employee satisfaction, service quality, and customer satisfaction/loyalty in casual dining establishments. Explore how factors like staff training, motivation, and job satisfaction contribute to the overall dining experience.

Customer Segmentation and Targeting: Segment the casual dining market in Goa based on demographic, psychographic, or behavioural characteristics. Identify unique preferences, needs, and expectations within different Customer segments and tailor marketing strategies accordingly.

Long-Term Loyalty and Retention: Examine factors influencing long-term loyalty and repeat patronage among customers of casual dining restaurants in Goa. This could involve longitudinal studies tracking customer behaviour over time and identifying key drivers of retention and defection.

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APPENDIX

The Questionnaire is divided into two sections

- Section 1: Speaks about demographic profile
- Section 2: Speaks about the various factors which influence Customer satisfaction and loyalty

Section 1: Questions based on Demographic Profile

Gender	Male
	Female
Marital status	Married
	Unmarried
Age	Below 18 years
	18 – 30 years
	31 – 40 years
	41 – 50 years
	More than 50 years
Place of Residence	Urban
	Rural
Occupation	Student
	Employed
	Self employed
	Professional
	Retired
	House wife
	Unemployed
Education	Primary school
	SSC
	HSSC
	Graduate
	Post Graduate
	PHD
Monthly income	Less than 40,000
	40,000 – 60,000
	60,000 – 80,000
	80,000 – 1,00,000
	More than 1,00,000
Location	North Goa
	South Goa
Do you visit Casual Dining Restaurants	Yes
	No
	Once a week

How many times do you visit the restaurants	Twice a week
	Once a month
	Only on the special occasions

Which of the restaurants do you visit.	Peep Kitchen - Panjim (North Goa)
	Ritz Classic - Panjim (North Goa)
	Copperleaf-Porvorim (North Goa)
	Avos Kitchen -(North Goa)
	Fisherman's Wharf - Panjim (North Goa)
	Edwards Yard – Pilar (North Goa)
	Route 66 - Panjim (North Goa)
	The Workshop Restaurant(North Goa)
	The Silverspoon Goa(North Goa)
	Bhumiputra Restaurant- Pernem(North Goa)
	Martin's Corner- Betalbatim (South Goa)
	Zeebop - Utorda(South Goa)
	The Camron - Majorda(South Goa)
	The Avenue - Cavelossim(South Goa)
	Peppers - Margao(South Goa)
	Pentagon - Majorda(South Goa)
	Spicy Family Restaurant - Margao(South Goa)
	The Garden- Colva(South Goa)

	The Costal Tawa - Margao (South Goa)
	Blue Heaven Family Restaurant & Bar - Colva (South Goa)
	If any other then pls specify

How did discover the restaurant	Newspaper Advertisement
	TV Advertisement
	Social media
	Recommendations from Friends or Family
With whom do you usually go with when you dine at a Casual Dining Restaurant	Alone
	Family
	Friends
	Colleagues
	A Large Group
How much money do you spend at Casual Dining restaurant	Less than 2000
	2001-3000
	3001 – 4000
	4001 or above

Section 2: Questions based on the Various Factors influencing Casual dining restaurants in Goa: Drivers of consumer satisfaction and consumer loyalty

Please Tick the appropriate box at the level you are concern with the statements as you have experienced

The Scale is of 1 to 5, where 1 is "Strongly Disagree", 2 is "Disagree", 3 is "Neutral", 4 is "Agree" and 5 is "Strongly Agree".

#	PERCEIVED PRICE	1	2	3	4	5
1	The food and service provided were worth the money and time.	(Shin & Yu, 2020)				

2	I paid reasonable price for the food and service i got.	
3	I enjoyed myself much with money and time i spent.	
4	The food and service was adequate for the money i spent.	
#	FOOD QUALITY	(Ing et al., 2020) (Kaewmahaphinyo et al., 2021) (Zhong & Moon, 2020)
5	The food served looks attractive.	
6	The restaurant serves tasty food	
7	The restaurant offers fresh food.	
8	The restaurant serves good portions	
#	SERVICE QUALITY	
9	Staff members are attentive, polite and always with service mind.	(Zhong & Moon, 2020) (Kaewmahaphinyo et al., 2021) (Zhong & Moon, 2020)
10	Staff members are very helpful	
11	Staff members serve quickly and promptly	
12	Staff members are knowledgeable about their foods and services.	
#	PHYSICAL ENVIROMENT QUALITY	
13	Layout makes it easy for me to move around within the restaurant	(Adesina et al., 2022)
14	The interior design is virtually attractive	
15	Furniture is of high quality and design	
16	Seating arrangement makes me feel comfortable	
#	BRAND IMAGE	
17	The restaurant brand is reliable	(Lien et al., 2015)
18	The restaurant brand is attractive	
19	The restaurant brand is a social status symbol	
20	The restaurant brand has a good reputation	
#	SERVICING STAFF	
21	Neat and well-dressed employees	(Çetinsöz, 2019)
22	Clean and nice in uniform employees	
23	An adequate number of employees	
24	Presentation is visually attractive	
#	CUSTOMER SATISFACTION	
25	I am satisfied with food service in this restaurant	(Zhong & Moon, 2020) (Adesina et al., 2022)
26	I got value for the money spent in this restaurant	
27	This restaurant meets most of my expectations.	
28	I think my decision to visit this restaurant was a wise one.	
#	CUSTOMER LOYALTY	
29	I will continue to visit the restaurant next time	(Zhong & Moon, 2020) (Cho, 2009)
30	I will recommend this restaurant to others.	
31	I would tell others the good points of this restaurant.00	
32	I'm willing to spend additional time and money to come to this restaurant again.	