

FACTORS INFLUENCING REVISIT INTENTION TO RESTAURANTS IN GOA

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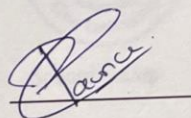
GOA UNIVERSITY

APRIL 2024

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, "**Factors Influencing Revisit Intention To Restaurants In Goa**" is based on the results of investigations carried out by me in the Master of Commerce at the Goa Business School, Goa University under the Supervision/Menorship of **DR. Y. V. Reddy** 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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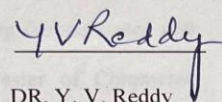
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This is to certify that the dissertation "**Factors Influencing Revisit Intention to Restaurants in Goa**" is a bonafide work carried out by **Ms. Pragathi Purshottam Gaunce** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of M. Com in the discipline of Commerce at the Goa Business School, Goa University.

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ABBREVIATION USED

Factors	Abbreviation
Atmosphere	AT
Consumer Satisfaction	CS
Convenience	CO
Food Quality	FQ
Price	PR
Revisit Intention	RI
Service Quality	SQ

FACTORS INFLUENCING REVISIT INTENTION TO RESTAURANTS IN GOA

Abstract

This study provides insights in to full-service restaurants in Goa. The purpose of this research is to identify the factors influencing consumer satisfaction and revisit intentions for full-service restaurants in Goa. Based on literature review, it was identified that no study has been done in the state of Goa considering all five factors such as food quality, service quality, atmosphere, price and convenience with respect to revisit intention to a restaurant. Data was collected from online questionnaire survey from 340 respondents through convenience sampling. Confirmative factor analysis was used to test the suitability of the proposed model for measuring satisfaction and revisit intentions. Structural equation modeling (SEM) was applied to test the relationships among the variables of the proposed model. The results show that food quality, price and convenience is influencing consumer satisfaction. Consumer satisfaction was significantly influencing revisit intention in the full-service restaurant. The convenience has most significant influence followed by food quality and price. Surprising service quality and atmosphere did not have significant impact on consumer satisfaction as different consumers may respond differently to the same consumption event, leading to varying degrees of satisfaction. For instance, they might be happy with the food's quality but not necessarily with the way the service is provided. These results suggest that high-quality food served at a reasonable price at the convenience of the consumer can increase customer satisfaction in full-service restaurants, which in turn affects the likelihood that they will return.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Goa, a culturally rich state, is a mesmerizing coastal paradise in India. It draws tourists with its sun-kissed beaches, lively culture, Heritage site, churches, temples, mouthwatering food and most importantly for hospitality. With their distinctive fusion of Portuguese and Indian flavors, Goan restaurants provide an unmatched culinary experience. Offers an wide range of international specialties and an extensive choice of restaurants, cafes, bars, and clubs. Goa has a ton of excellent restaurants that provide both international and Goan food. According to Prahlad Sukhtankar (NRAI) Goa Chapter head, stated that over 45% of the state's population works in the restaurant business, and that roughly half of all visitor spending goes toward food and drink. Therefore, the restaurant industry affects Goan residents either directly or indirectly.

1.2 BACKGROUND

A restaurant is a type of business where food and beverages are prepared and served to customers. Though takeout and delivery are also frequently used, people usually eat the meals they order at the restaurant. Restaurants offer a vast range of ambiances, service concepts, and cuisines and come in all shapes and sizes. Restaurant sales have accelerated due to a number of factors, including the rise of mall culture, increased acceptance of modern lifestyles, smaller, nuclear families, growing awareness of Western lifestyles, and increased disposable incomes. Eating out has become a regular occurrence in today's world. You can have a friend take you out to dinner, order takeout when you're not in the mood to cook or give in to enticing offers and

advertisements, celebrate a birthday or special occasion, think back on a previous relationship, or go on a joint tasting. The restaurant industry has evolved into one that is increasingly customer-focused, competitive, and sophisticated. High competition makes companies must be able to compete in terms of products and services (Purwanto et al., 2023).

Goa has innumerable restaurant and many more coming up and shutting down on everyday basis. Restaurant business is vast spread where there are almost 8000 registered restaurant in the state, where you will find restaurants at every corner so customer would not remain loyal if you are failing to live up to their expectation. But when customers are satisfied, they are more likely to return, whether or not they have negative feelings about the business (Rajput & Gahfoor, 2020). Numerous variables that affect the restaurant industry are subject to ongoing change due to social and economic change. Essentially, the primary goal of restaurants is to provide a dining experience that heavily depends on the interplay between tangible and intangible factors, which in turn shapes a customer's opinion about a certain restaurant in the future (Marinkovic et al., 2013)

Everybody has been there In front of a menu bursting with choices, but pulled back to the cozy, well-known confines of a particular eatery. Why do we feel the need to return to some places even when there's nothing new to eat? The complexity of the interplay between psychology, experience, and even a hint of sentimentality holds the key to the solution. While there is no denying Goan cuisine's appeal, there are other factors that affect revisit intention in addition to those found on the plate. When you go to a restaurant, why would you go back? What factors, such as the food quality, the ambience, the service, and so forth, make you want to go back?

According to Banerjee & Singhania (2018), the degree of satisfaction also affects the likelihood of returning and recommending the restaurant.

Food possesses a unique ability that allows it to take us back in time and evoke feelings and memories from our past. Certain foods have the ability to evoke long-forgotten memories and transport us back to a simpler, carefree era through their aromas and tastes. There's more to nostalgic restaurants than just good food. They are about the people we ate those meals with, loved ones, family, and friends, whose chatter and laughter bounce through the walls. These eateries turn into archives of common experiences, with every dish evoking insider knowledge, jokes, and stories that unite us. It's an opportunity to relive the flavors and memories that stick in our memories when we return to a restaurant. Food frequently arouses sentimental memories that people return to revisit or to spend time with friends. Consumers visit fast food outlets for fun, change or entertaining their friends but certainly not as a substitute of homemade food (Goyal & Singh, 2007); we can say that with more and more acceptability of fast food outlets and change in life style, competition among fast food outlets with respect to quality of food and customer service will be more prominent in the days to come.

1.3 CUSTOMER SATISFACTION

Customer satisfaction is frequently used as a predictor of whether customers will return to a restaurant. While there is no guarantee that a satisfied customer will return, an unsatisfied customer will almost certainly leave. Customer satisfaction is one of the feelings that happen in a customer after he or she purchase a product or service and the attitude concerning the product and service performance, the customer compares with other competitor's service and product

how the product and service fulfill their satisfaction (Marinkovic et al., 2013). Customers who are satisfied with a restaurant's quality are likely to return to the same restaurant. However according to Liu & Tse (2018) whether they are satisfied with a restaurant or not, customers seldom voice their intent to return to the same restaurant. Rajput & Gahfoor (2020) state that customer satisfaction is an outcome of getting what the customer expects from the service; it is widely studied in consumer behavior and social psychology. Customer satisfaction comprises the feelings of pleasure and well-being.

1.4 REVISIT INTENTION

Revisit intention is the willingness of a consumer to visit the restaurant again. Additionally, it demonstrates that the client is genuinely happy with the offerings and is eager to return. Understanding revisit intention is critical for Goan restaurant owners, as it indicates both customer satisfaction and long-term business growth. Restaurants can cultivate a loyal customer base by tailoring their experiences and menu items according to what influences patronage repeat business. Customer satisfaction increases the likelihood of repeat business, according to research in the hospitality sector. Gaining ten new clients is not as valuable as keeping your current customer base. Researchers and practitioners have also concentrated on ways to boost repeat business and keep existing clients (Purwanto et al., 2023). This study looks at factors that affect food quality, service, ambience, and value for money in an effort to shed light on these aspects and ultimately help Goa's culinary scene succeed.

1.5 FOCUS OF THE STUDY

The size of the India full-service restaurant market is projected to be 34.03 billion USD in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 11.67% to reach 59.09 billion USD by 2029 (mordorintelligence). As of numerous industries research studies and business forecasts indicate that Goa's hospitality sector is expected to grow even more, with a rise in the restaurant and hotel business (Gomantak times). Thus, the restaurant industry is expected to grow exponentially, with new age jobs, higher disposable incomes, double-income households, and increased mobility. As consumers' lifestyles change and eating out becomes a regular habit, they may be willing to upgrade both their consumption and lifestyle. This results in an increase in restaurant sales. Changing lifestyles and food preferences have fueled the expansion of the restaurant industry, as well as the emergence of new restaurants. Food preferences have shifted due to changes in the family social system. People's habits change over time, and they prefer convenience and eat out more frequently. This study focuses on full-service restaurants and the variables that affect customers' decisions to return. A full-service restaurant is one that provides table service, a large range of dishes and drinks, and meal services (Tse & Liu, 2018)

1.6 TYPES OF RESTAURANTS CURRENTLY AVAILABLE IN GOA

CLASSIFICATION OF RESTAURANTS /SEGMENT

Casual dining Restaurants: Casual dining offers a more laid-back option to fine dining. They have a good selection of menu items at reasonable costs, and their service is usually informal. For a laid-back dinner with friends or a night out with the family, casual dining establishments are a terrific choice.

Fine Dining restaurant: Fine dining establishments provide a classy eating experience emphasizing fine cuisine, attentive service, and a sophisticated setting. Usually, they have a dress code and a multi-course menu.

Family Restaurant: They usually have a wide range of menu items that are suitable for all age groups, including adult-oriented as well as kid-friendly selections like pizza and pasta. Kid-friendly menus and easily shareable menu items, they also frequently have a laid-back, welcoming ambiance.

Fast Food: The main goals of fast food establishments are convenience and speed. They have a small menu with easily prepared and served pre-made items. Fast food establishments are a fantastic choice for an on-the-go quick meal.

Quick service restaurants (QSRS): Commonly referred to as fast food restaurants, are a particular kind of restaurant where patron convenience and speed are given top priority.

Cafes: Cafes are informal dining establishments that serve light fare like sandwiches, and pastries along with a wide range of beverages like coffee, tea, and juice. They're excellent spots to unwind, catch up with friends, or use your laptop.

Beach Shacks: These are laid-back beachside restaurants that are open to the public. They're wonderful for unwinding and dining. Goan food, seafood, and Western cuisine are usually served at beach shacks.

Bistro: A bistro is a tiny, laid-back eatery that offers straightforward, reasonably priced food in a cozy atmosphere. It emphasizes comfort food and a friendly environment.

Barbecue restaurant: The main dishes at a barbecue restaurant are slow-cooked and smoked meats. When compared to traditional grilling, this produces a unique flavor profile. A restaurant that specializes in grilling meats, seafood, and vegetables over an open flame or grill is known as a barbecue restaurant. Some may provide a buffet where you can get endless servings of grilled food and side dishes for a set price.

Theme restaurants: A special dining experience centered around a specific theme is what theme restaurants are all about. This theme could be based on a historical era, a fictional world, a film, or a book. The restaurant's design, cuisine, and manner of service will all be customized to match the theme.

Food trucks: Are mobile kitchens that serve a range of culinary specialties. They are a common choice for a quick lunch or dinner.

1.7 WHAT TYPE OF CUISINE DOES GOA OFFER?

International Cuisine: Given Goa's popularity as a travel destination, it should come as no surprise that there are eateries here offering food from around the globe. This covers Mexican, Thai, Chinese, Italian, and Lebanese cuisine.

Indian Food: Goa offers a wide variety of Indian food, including South Indian dosas and idlis as well as North Indian curries. Additionally, there are lots of vegetarian options.

Seafood: Given that Goa is a coastal state, it should come as no surprise that a large portion of the cuisine consists of seafood. All across Goa, menu items featuring fresh fish, prawns, crabs, and lobsters can be found. Usually, these are fried, grilled, or curried.

Goan cuisine: Is something that every traveler to Goa has to taste. Goan food is a distinctive fusion of Portuguese and Indian flavors, with a strong emphasis on fresh seafood, coconut milk, and spices in many of the dishes. Popular Goan dishes include the rich and flavorful chicken xacuti, cafereal, ros omelet, chicken cutlet and many more.

1.8 AIM AND OBJECTIVE

To analyses the impact of food quality, service quality, atmosphere, price, convenience on consumer satisfaction.

To analyses the impact of consumer satisfaction on revisit intention of a consumer.

1.9 HYPOTHESIS

H₀. Food quality has no significant impact on consumer satisfaction.

H₁. Food quality has a significant impact on consumer satisfaction.

H₀. Service quality has no significant impact on consumer satisfaction.

H₂. Service quality has a significant impact on consumer satisfaction.

H₀. Atmosphere has no significant impact on consumer satisfaction.

H₃. Atmosphere has a significant impact on consumer satisfaction.

H₀. Price has no significant impact on consumer satisfaction.

H₄. Price has a significant impact on consumer satisfaction.

H₀. Convenience has no significant impact on consumer satisfaction.

H₅. Convenience has a significant impact on consumer satisfaction.

H₀. Consumer satisfaction has no significant impact on revisit intention.

H₆. Consumer satisfaction has significant impact on revisit intention.

1.10 RESEARCH QUESTIONS

What are the key factors that are influencing consumer satisfaction?

Does consumer satisfaction have significant impact on revisit intention?

1.11 SCOPE

A study was conducted to investigate the revisit intention of Goan consumers and the factors that influence their choice of a specific restaurant. To investigate the intended set of questions, which were derived from a previous literature review. The restaurant category under consideration was full-service restaurants in Goa. Five major factors that influence consumer choice were examined. The factors included food quality, service quality, atmosphere, price, and

convenience. The influence of consumer satisfaction on revisit intention was also investigated. This research aims to investigate the revisit intentions of the Goan population in Goa.

1.12 CHAPTALISATION SCHEME

The entire research work is divided into five chapters.

Chapter 1: Introduction: This chapter includes Introduction, Background of restaurant, Customer satisfaction, Revisit intention, Focus of the study, Types of restaurants currently available in Goa, What type of cuisine does Goa offer, Aim and Objective, Hypothesis of the study, Research questions, Scope.

Chapter 2: Literature Review: This chapter deals with evaluating the existing literature available, factors influencing revisit intention to restaurants in Goa. These chapters consist of Research papers closely related to the study and summarized review of literature review.

Chapter 3: Research Methodology: This chapter deals with Data Collection and Sample, Measurement Scale, Data Analysis, Research gap of the study, conceptual Model.

Chapter 4: Data Analysis: This chapter deals with Descriptive statistics, Demographic profile, Measurement model assessment, Discriminant validity – Fornell and larcker criterion, Results of hypothesis with path coefficients, Structural model assessment, Collinearity statistics (VIF), R square, Adjusted R square.

Chapter 5: Conclusion: The last chapter includes the Discussion, the finding of the study, Managerial implication, Conclusion of the above study, Limitation of the study, Also, scope for further research also included.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The present study evaluates the existing literature available on factors influencing revisit intention of a restaurant. Here, research papers were selected which are directly or indirectly related to revisit intention of a restaurant. To find research papers keywords used were factors, revisit intention, restaurants.

2.2 RESEARCH PAPERS CLOSELY RELATED TO THE STUDY:

Namkung & Jang (2007)

The researcher in his paper titled "Is Food Quality in Restaurants Really Important? Its Impact on Behavioral Intentions and Customer Satisfaction" looked into how behavioral intentions, customer satisfaction, and food quality related to each other in mid-to upscale dining establishments. Researcher selected sample of 300 respondents from five mid- to upper scale restaurants two in a Midwestern city and three in an eastern city in the United States. With a structural equation modeling technique this study show that Customer satisfaction is highly influenced by the overall quality of the food. When consumers think the food tastes good and filling, they are more likely to be happy with their meal. Satisfaction acts as a mediator in the relationship between food quality and the behavioral intentions of customers. Put differently, happy patrons have a tendency to come back to the restaurant. Subsequent regression analyses demonstrated that taste and presentation were the two greatest contributors to customer satisfaction and behavioral intentions. To improve customer satisfaction and promote repeat

business, restaurant managers should focus on this essential food quality characteristics. Concentrating on presentation and flavor can influence diners' intentions to behave positively. Overall we can say that the quality of the food at restaurants does affect customer satisfaction and likelihood of return. Maintaining a high standard of cuisine is crucial for the success of restaurants.

Liu & Tse (2018)

The researcher in his paper titled “Exploring factors on customers’ restaurant choice: an analysis of restaurant attributes” investigated what factors affect a restaurant's choice and what attributes are most considered by them while selecting a restaurant to eat out. The revisit intentions of customers were also studied. The survey was conducted for a full service restaurant from those customers who had dined in it in the past month. Thirty two items that influence customers' liking for a restaurant were chosen from the available literature and divided into five dimensions: food-related, quality of service, price and value, atmosphere, and convenience. With the help of IPA It was found that the promptness, in turn, overall dining experience, lighting, and accurate guest check were the most rated attributes by the customers, and the performance of the restaurant on these parameters was found to be unsatisfactory. The leftover attributes were rated less by the customers. So there was a need to control expenditure on such features or services.

Singh & Goyal (2007)

“The exploratory study Consumer Perception about Fast Food in India” examined a number of variables influencing young Indian consumers' selection of fast food restaurants. Although Indian customers love to visit fast food restaurants for variety and fun, home-cooked meals

continue to be their top option. They believe that food prepared at home is better than that found in fast food restaurants. Taste and quality (nutritional values) are the most important factors, followed by ambiance and cleanliness. Three dimensions pertaining to the attributes of fast food outlets were identified by the study; Service and Delivery Dimension, Product Dimension, Quality Dimension based on factor analysis results. With the help of multivariate statistical tools authors analyzed Fast Food Outlets and found that McDonald's outperforms Nirula's in every category with the exception of "variety." Additionally, customers indicated that they needed more details about kitchen hygiene and nutritional values. In addition to other service criteria, fast food operators should concentrate on the quality and variety of their food. Consumer trust can be increased by sharing information about nutritional value and hygiene. This study provides insightful information for consumers and industry participants by illuminating the factors influencing consumer choices in India's fast food market.

Gahfoor & Rajput (2020)

The factors influencing customers' likelihood to return to fast food establishments are examined in the study "Satisfaction and Revisit Intentions at Fast Food Restaurants". Data were collected through a questionnaire survey from 433 customers of fast food restaurants through convenience sampling. With the help of SEM researcher found Positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intentions of customers at fast food restaurants. Satisfied consumers are more likely to come back. Their decision is influenced by their entire experience, which includes the environment, food quality, and level of service. It's interesting to note that WOM has no significant impact on the association between customer satisfaction and intent to return. Despite the social conformity

theory, happy customers might not always recommend a business. The significance of revisit intention as a critical behavioral response in the fast food industry is highlighted by this study. It demonstrates the positive correlation between food quality, restaurant service quality, physical environment quality, and customer satisfaction. This relationship is based on the stimulus-organism-response (S-O-R) theory. Prioritizing these elements will help restaurants succeed in the long run by encouraging return business.

Chun & Nyam-Ochir (2020)

The factors influencing customer behavior in the fast food industry were investigated in the study "The Effects of Fast Food Restaurant Attributes on Customer Satisfaction, Revisit Intention, and Recommendation Using DINESERV Scale". Sample size of 151 was selected and with the help of regression analysis researcher found that four factors (food quality, service quality, price, and atmosphere of a restaurant) positively influence customer satisfaction, revisit intention, and likelihood of recommendation for Mongolian and global fast food restaurants, and customer satisfaction has a positive influence on customer revisit intention and likelihood of recommendation for both types of restaurants. However, depending on whether it is a Mongolian fast food restaurant or a global fast food restaurant, the factors affecting customer satisfaction, revisit intention, and recommendation are different. It fulfilled its aims of identifying the relationships among the four variables with customer satisfaction, which leads to revisit intention and likelihood of recommendation. The results show that all four factors (food quality, service quality, price, and atmosphere of a restaurant) positively affect customer satisfaction, revisit intention and likelihood of recommendation for the global fast food and Mongolian restaurants.

LAMAI et al. (2020)

The researcher investigated a number of determinant factors that impact revisit intention in his paper Critical Factors Influencing Revisit Intention of Large Restaurant Chains in Myanmar. The research employed a hybrid mixed-method approach, combining exploratory and explanatory sequential design. 400 respondents from four different Myanmar townships provided the data. Utilizing structural equation modeling (SEM), the relationships between the variables were examined. Perceived Service Quality has a big impact on customer satisfaction and, in turn, intent to return. Providing excellent service is essential to the success of any restaurant. Food Quality although it has an impact on customer satisfaction as well, food quality has less of an impact on the intention to return than service quality. A customer's happiness and propensity to return are influenced by their impression of the pricing.

Marinkovic et al. (2013)

The factors influencing customers' likelihood to return to full-service restaurants were examined in the study "The Antecedents of Satisfaction and Revisit Intentions for Full-Service Restaurants". This study explains the significance of understanding customer satisfaction and how it influences full-service restaurants' ability to generate repeat business. Sample size selected was 218 with the help of SEM it was found that the quality of interactions and the atmosphere have a significant impact on how satisfied guests are. It's interesting to note that perceived price has no significant effect on how satisfied guests are. Satisfaction turns out to be a major trigger for revisit intentions, along with atmosphere and perceived cost. Return visitors are more likely to be pleased. Restaurants can improve their services and create a welcoming dining atmosphere that encourages customers to return by focusing on these antecedents. Merely

satisfying customers is not sufficient and all types of businesses including restaurants should strive to exceed their customers' expectations if they aim to achieve long-term success.

Mannan et al. (2019)

Using a holistic approach, the researchers explore various factors that influence customer satisfaction and the likelihood of patrons returning to dine at these establishments in the paper title "Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants". A cross-sectional research design was used in the study. Data were collected from 30 dining restaurants in Dhaka city, Bangladesh. The proposed model was tested using partial least square structural equation modeling (PLS-SEM) with a sample size of 600 respondents. Factors considered included service quality, food quality, atmosphere, other customers, perceived value/price, trust, a preference for variety, and restaurant reputation. Using structural equation modeling, it was discovered that antecedents of customer satisfaction (i.e., service quality, food quality, atmosphere, other customers, and perceived value/price) have significant positive effects on satisfaction. Customer satisfaction and restaurant reputation were found to have significant positive effects on revisit intention, whereas the tendency to seek variety had a significant negative effect. Trust was discovered to play a role in mediating the relationships between customer satisfaction and restaurant reputation revisit intention. The perceived value/price and food quality are higher than the other three antecedents.

Shariff et al. (2015)

The research paper "The Influence of Service Quality and Food Quality Towards Customer Fulfillment and Revisit Intention" try to identify the relationship between service quality and product quality towards customer satisfaction and examine revisit intentions of 9 Chinese

Muslim restaurants in Shah Alam, Malaysia. Researcher established the connection between customer satisfaction and restaurant ambience. The analysis of this relationship was conducted using color, music, interior design, and spatial layout as a foundation. The results showed that color was the most significant factor, and the restaurant's interior design was the least significant. There exists a strong correlation between the customer's perception of the restaurant and its atmosphere within. Depending on the context, perception can be either positive or negative and influence the level of customer satisfaction.

S. Leea et al. (2020)

The research paper "Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants" looks into customers' variety-seeking motivations and behaviors in different types of restaurants. The aim of this research is to compare variety-seeking motivations and behaviors across three types of restaurants: full-service restaurants, quick-casual restaurants, and quick-service restaurants. The study looks at why customers want variety in their dining experiences. The researchers collected empirical data from customers at various restaurants. They investigated the factors that influence variety-seeking behaviors, taking into account restaurant types. Customers who visit full-service restaurants prefer to have a variety of service experiences. They value personalized service, diverse menu options, and unique dining experiences. Patrons of quick-casual restaurants value variety in their food. They enjoy experimenting with various foods, flavors, and ingredients. Quick-service Restaurant patrons seek convenience and familiarity. They value consistent experiences and familiar menu items.

2.3 SUMMARIZED REVIEW OF LITERATURE REVIEW

Table 2.1 Summarized review of literature review

Author	Variables	Category Of Restaurant	Finding
Kuo-chien chang et al. (2009)	Service quality (responsiveness, assurance, and empathy)	Chain restaurant	The behavior-related causal relationships underlying service quality suggest that perceived service value and attitudinal loyalty succeed in acting as mediating variables within the model.
Foroudi et al. (2021)	Brand attitude (brand attachment, brand characteristics, congruence)	Restaurant sector	Brand attitude positively influenced revisit intentions and WOM. Besides, findings highlighted that analyzed concepts were positively correlated and that they played an important role in impacting revisit intentions and WOM, apart from one factor: social self-congruity, which was not significantly related to brand attitude
Banerjee & Singhanian (2018)	Food quality, service quality, price and value, atmosphere, convenience	Casual dining restaurant	Food quality, service quality, pricing and the atmospherics of a restaurant have a significant impact on customer satisfaction. A satisfied consumer is the

			best form of advertising that a restaurant can undertake.
Sriyalatha & kumarasinghe (2021)	Food quality, restaurant environment, service & responsiveness, food taste and perceived price	Fast food restaurant	Food quality and perceived price are the important antecedents of restaurant customer satisfaction. Significant role of customer satisfaction on revisit intention and crucial impact of perceived price on customer satisfaction. In addition, revisit intention towards the fast food restaurant is directly influenced by food tastes.
Donald O. Ewanlen (2022)	Food Quality, Customers' Service, Physical Environment, Security	Fast food restaurant	Food Quality, Customers' Service, Physical Environment And Security Significantly Influence Customers Revisit Intention.
Hasan polas et al. (2020)	Service quality, physical environment, and price perception	Halal restaurant	Service quality, physical environment, and price perception and customer revisit intentions there is positive and significant relationship between the three factors. Customer satisfaction mediates the relationship between physical environment and price perception with customer revisit intentions.

Scott Richardson (2019)	Food quality, convenience, service quality, ambiance	Quick service restaurant	Food quality, service quality and convenience are strong predictors of both overall satisfaction and intention to revisit and recommend qsrs.
Mathur & Gupta (2019)	Dining atmospherics, food quality ,perceived value, consumption emotions and re-patronage intentions	Fast-casual restaurants	A significant relationship was found between dining atmospherics and food quality perceptions. Also, food quality was found to influence customer perceived value. Dining atmospherics and food quality were found to affect customers' consumption emotion. In addition, perceived value and consumption emotion were confirmed as strong determinant of customers' repatronage intentions.
F. A. Konuk (2019)	Perceived food quality , price fairness, perceived value, WOM	Organic food restaurants	Perceived food quality positively influences price fairness and perceived value. Positive relationships were also confirmed between price fairness, perceived value and consumer satisfaction. Consumers' behavioral intentions are influenced by consumer satisfaction.
Anggraeni et	Atmosphere, service, price,	Full- service	Atmosphere has a significant

al. (2020)	quality of food, perceived value	restaurant	influence on customer satisfaction and revisit intention. Customer satisfaction was also found as one of the most significant factors impacting revisit intention in the full-service restaurant industry
Maziriri et al. (2021)	Sight, sound, smell, food purchasing decisions, restaurant attachment, repurchase intention, and positive word of mouth	Quick service restaurant	Restaurant attachment had a negative and insignificant effect on positive word of mouth.
Adzovie & Jibril (2020)	Taste and preference, Convenience, Menu price, Time, WOM, Radio and television advertisements, desire to select fast food	Fast food joints	Word-of-mouth has the strongest relationship with regards to consumers' intent to select a fast-food joint.
Morkunas & Rudienė (2020)	Customer social servicescape, personnel social servicescape and social density	Middle-priced restaurant	This finding allows us to classify mid-range restaurants closer to luxury level restaurants, where privacy and status seeking prevail over the bigger portions or fast delivery expected from casual restaurants. Women are more cautious about social servicescape in evaluating the services provided. Compared to men.
Sohyun Bae et	Perceived quality of food,	Fast-food	The findings showed that

al. (2018)	service, and physical environment	restaurant, Fast-casual restaurant, Full-service restaurant	perceived quality of food, service, and physical environment were positively related to solo diners' satisfaction. Satisfaction mediated the relationships between three service quality components and return patronage intentions. Additionally, perceived food quality had a direct positive effect on return patronage intentions of solo diners.
Prabhavathi et al. (2014)	Taste, convenience, alternative to home food	Fast food restaurant	The average visits made by the sample respondents was three times in a month and that young consumer lifestyle trend consists of taste, convenience and seeking alternate food items which formed the major reasons for consuming fast food.

Authors own compilation

CHAPTER 3: RESEARCH METHODOLOGY

3.1 DATA COLLECTION AND SAMPLE

The purpose of the present study was to determine the factors influencing consumer satisfaction and revisit intention to restaurant in Goa. The period of study in case of content analysis was from July 2023 to October 2023, and in addition to content analysis a consumer survey was carried out from January 2024 – March 2024. Overall period of our study was from July 2023 to April 2024. Primary data was collected using structured questionnaire which was circulated online and consist of five factors and 33 items, sampling method use was convenience sampling. Secondary data is collected from published articles and journals. The sample size for the study was 340 respondents. Based on the literature review, a survey questionnaire comprising two sections was developed (Mannan et al., 2019; Namkung & Jang, 2007; Chun and Nyam-Ochir, 2020; Liu & Tse, 2018) . The first part tried to assess the respondent's demographic profile, i.e. Gender, age, education, marital status, income, occupation, location.

3.2 MEASUREMENT SCALE

In the second section, respondents were asked to recall the name of the full-service restaurant they visited most recently to better relate their experience in relation to the research objectives. The definition of full-service restaurant was provided in the beginning of survey as full-service restaurant offers meals with a wide selection of foods and beverages, and table service (Liu & Tse, 2018). The survey then asked the respondents to rate the importance of this restaurant attributes when visiting this full-service restaurant on a five point Likert scale, with 1 being

“strongly disagree” and 5 being “strongly agree”. From the literature review, 33 attributes were identified and categorized into five dimensions: food, service, price, atmosphere and convenience. The food-related dimension included: presentation, temperature, taste, freshness, menu items (Mannan et al., 2019; Namkung and Jang, 2007). The service dimension contained: Employees served food as ordered, quick and prompt services, comfortable in dealing with employee, friendly and helpful employee, sophisticated in providing service (Mannan et al., 2019). The price dimension included: fair price, value of food, prices was reasonable, overall value of dining experience (Mannan et al., 2019; Liu and Tse, 2018). The atmosphere dimension contained: interior and décor, lighting, easy to move around, cleanliness of the dining room and restrooms, employee’s appearance (Mannan et al. 2019; Chun and Nyam-Ochir, 2020). The convenience dimension included: convenient location, short walking distance, centrally located, convenient location (Liu and Tse, 2018). Consumer satisfaction include: I really enjoyed myself, delighted with service, restaurant puts me in a good mood, pleased to visit, satisfied with overall experience was adopted from (Mannan et al., 2019; Namkung and Jang, 2007). Revisit intentions were measured using items In the near future, “I would like to revisit the restaurant”, “I have a strong intention to visit the restaurant with my friends and family in the near future”, “I will prefer restaurant food over home food sometime, “I would encourage others to visit the restaurant”, “I will recommend the restaurant to others” (Mannan et al., 2019, Liu and Tse 2018; Namkung and Jang, 2007).

3.3 DATA ANALYSIS

Confirmatory factor analysis (CFA) was first used to determine if the predicted latent constructs were reflected in the observed variables. Using composite reliability measures and Cronbach's alpha, the measurement reliability of the constructs was examined. Utilizing the factor loading and average variance extracted (AVE) values, convergent validity and discriminant validity were further validated. Following the measurement model's confirmation, the structural model was investigated using SEM to determine the suggested relationships between the constructs.

3.4 RESEARCH GAP

The purpose of the present study is to investigate factors affecting revisit of restaurants in Goa. From the above literature review it is evident that no study has been done in the state of Goa considering all five factors such as food quality, service quality, atmosphere, price and convenience with respect to revisit intention to a restaurant. This study is comprehensive study including five major factors of consumer satisfaction. The Goan population's restaurant-selection behavior pattern is still unclear and has not been thoroughly studied. This study provides valuable insight into the variables that impact consumer choice, with a focus on the five factors mentioned above. There are also restricted numbers of studies that analyse the influence of convenience on consumer satisfaction in restaurant business.

3.5 CONCEPTUAL MODEL

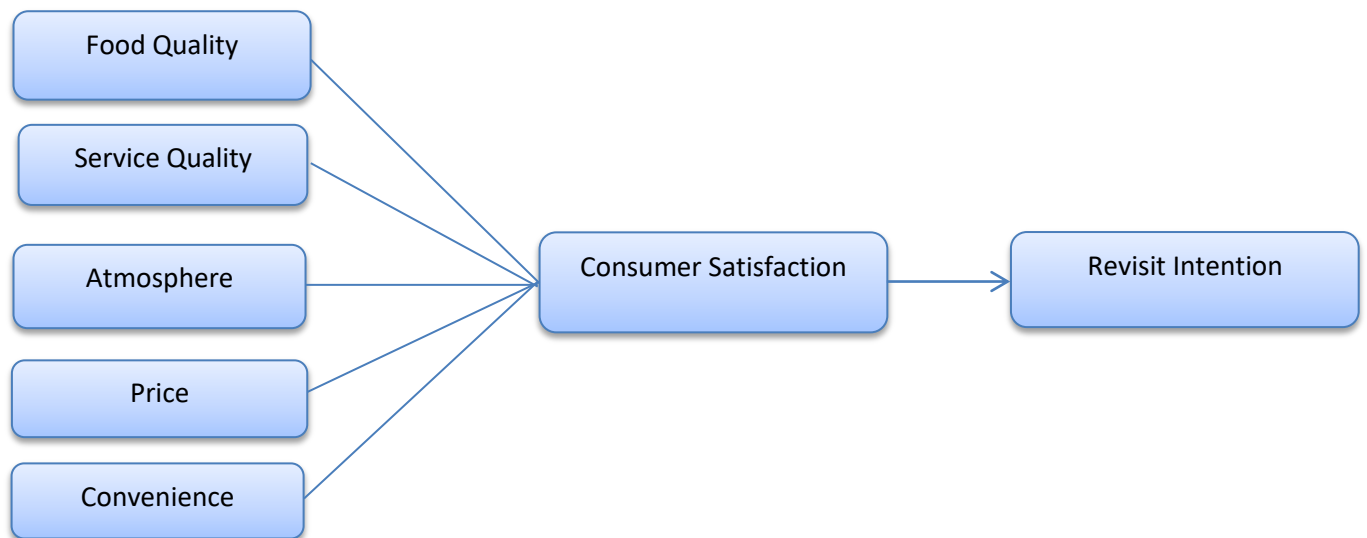


Fig. 3.1 Conceptual Model

Source; (Rajput & Gahfoor, 2020; Liu & Tse, 2018)

CHAPTER 4: ANALYSIS AND CONCLUSIONS

TABLE 4.1 DEMOGRAPHIC PROFILE

Demographic Profile	Descriptions	Frequency	Percent
Gender	Male	152	44.7%
	Female	188	55.3%
	Total	340	100%
Age	Up to 20	21	6.2%
	21-35	169	46.7%
	36-50	121	35.6%
	51-60	25	7.4%
	61 above	4	1.2%
Education	up to 10 th	21	6.2%
	Up to 12 th	59	17.4%
	Graduation	158	46.5%
	Post-Graduation	95	27.9%
	Other	7	2.1%
Marital status	Married	153	45%
	Unmarried	187	55%
Annual income	Less than 1 lakhs	83	24.4%
	1 lakh – 3 lakhs	86	25.3%
	3 lakhs- 5 lakhs	105	30.9%
	5 lakhs- 10 lakhs	50	14.7%
	10 lakhs above	16	4.7%
Occupation	Student	58	17.1%
	Business	73	21.5%
	Employed(govt.)	64	18.8%

	Employed (pvt)	132	38.8%
	Unemployed	6	1.8%
	Home maker	7	2.1%
Location	North Goa	216	63.5%
	South Goa	124	36.5%
Dining purpose	Dinning with family	251	73.8%
	Dinning with friends	244	71.7%
	Dinning with colleagues	72	21.2%
	Celebrating special events	226	66.5%
	Tasting	48	14.1%
	Other	37	10.9%
How frequently do you visit a restaurant in a month?	Once a week	44	12.9%
	Twice a month	96	28.2%
	Once in a month	100	29.4%
	Once in 2-3 months	49	14.4%
	Rarely	51	15.0%
How much on average do you spend on restaurants in a month?	Less than Rs. 1000	81	23.8%
	Rs. 1000 - 3000	145	42.6%
	Rs. 3000 - 5000	84	24.7%
	Rs 5000 and above	30	8.8%

Author's own compilation based on primary data

4.1 DEMOGRAPHIC PROFILE

With total of 340 respondent 55.3% of respondents being female and 44.7% being male, there is a slight female predominance in the gender distribution. A significant percentage of respondents that is, 46.7% of which are between the ages of 21 and 35, and 35.6% of which are between the ages of 36 and 50, so majority are young to middle-aged. Additionally, only a fraction of

respondents are from age group of, up to 20 (6.2%), and 60 & above (1.2%), (7.4%) are in the age group of 51–60. According to the respondents' educational backgrounds, a sizable proportion has either graduated 46.5% or are post-graduates 27.9%. This suggests that a greater proportion of the sample's population has higher levels of education. The percentage of respondents who reported up to 12 and up to 10 is significantly lower that is 17.4% and 6.2% respectively. The distribution of marital statuses reveals that the most of respondents are unmarried 55%, with the rest of them being married 45%. According to the respondents' annual income distribution, 24.4% of them make less than one lakh, 25.3% make between one and three lakhs, and a substantial number are in the middle income range 30.9% make between three and five lakhs, 14.7% make between five and ten lakhs, and 4.7% make more than ten lakhs. This implies the inclusion of individuals with modest disposable income in the sample. The wide range of employment statuses reflected in the respondents' occupation profile. A significant portion 38.8% works in the private sector, and 25.5% own their own business followed by government, at 18.8%, students 17.1, and the unemployed—1.8% and homemakers, at 2.1%. According to the percentage distribution of respondents by district, the majority of respondents (63.5%) are from North Goa, while 36.5% are from South Goa. Multiple choice questions were used to get the respondents' dining purposes. The results show that 73.8% of respondents visit restaurants with their family, 71.7% with friends, and 66.5% of respondents do so to celebrate special occasions. Other reasons for restaurant visits include eating with colleagues (21.2%), tasting (14.1%), and other (10.9%). Thus, it can be concluded that the majority of respondents go to restaurants to celebrate special occasions or to spend time with friends and family. The frequency of restaurant visits by respondents varies from, once a month (29.5%), twice a month (28.1%), rarely (15%), once in two to three months (14.4%), and once a week (12.9%). Majority of respondent are

frequent visitors and prefer to visit once in a month to twice a month. The distribution of respondents' average monthly restaurant spending varies: 42.2% of respondents spend between Rs. 1000 and Rs. 3000, 24.7% spend between Rs. 3000 and Rs. 5000, and 23.8% spend less than Rs. 1000. The very small percentage of respondents 8.8 are able to spend Rs. 5000 and above. About 66% of respondents reported that they spend below 3000 every month on restaurants.

TABLE 4.2 DESCRIPTIVE STATISTICS OF MEASUREMENT ITEMS

Constructs	Mean	Standard Deviation	Kurtosis	Skewness
FQ1	3.965	0.796	1.277	-0.779
FQ2	3.982	0.822	0.305	-0.541
FQ3	4.056	0.819	0.319	-0.653
FQ4	3.891	0.842	0.259	-0.534
FQ5	4.026	0.838	0.913	-0.803
SQ1	3.909	0.908	0.568	-0.814
SQ2	3.559	1.006	-0.061	-0.493
SQ3	3.888	0.871	0.173	-0.587
SQ4	3.874	0.853	1.173	-0.782
SQ5	3.659	0.875	0.173	-0.467
AT1	3.959	0.853	1.480	-0.978
AT2	4.041	0.857	0.839	-0.841
AT3	3.894	0.816	0.125	-0.456
AT4	4.000	0.851	1.044	-0.835
AT5	3.856	0.861	0.994	-0.802
PR1	3.532	0.862	0.307	-0.322
PR2	3.571	0.873	0.171	-0.404
PR3	3.556	0.837	-0.225	-0.223

PR4	3.635	0.806	0.798	-0.463
CO1	3.779	0.802	1.730	-0.888
CO2	3.568	0.945	0.022	-0.448
CO3	3.818	0.806	0.423	-0.470
CO4	4.079	0.810	1.521	-0.948
CS1	3.853	0.806	1.479	-0.879
CS2	3.888	0.843	0.124	-0.465
CS3	3.847	0.868	0.082	-0.512
CS4	3.874	0.807	0.480	-0.608
CS5	3.900	0.783	1.197	-0.781
RI1	3.876	0.862	1.466	-0.920
RI2	3.976	0.907	0.758	-0.856
RI3	3.412	1.018	-0.103	-0.473
RI4	3.865	0.864	0.528	-0.615
RI5	3.894	0.833	0.488	-0.625

4.2 Descriptive statistics of measurement items

The above table 4.2 shows the descriptive statistic of measurement items. As per (Anthony Jr et al., 2021) when measured on 5-point scale the mean values should be higher than 2.5. Therefore as per the above table 4.2 all mean values are greater than 2.5.

The Standard deviation indicate a narrow spread between the mean indicating that the responses from the respondents are close, and not widely dispersed (Anthony Jr et al., 2021). The data was also screened to confirm normality by checking the Skewness and Kurtosis values. The values of the Skewness and Kurtosis for the items were between the recommended cutoffs of 3.0 for Skewness and 8.0 for Kurtosis as recommended by Teo (2019).

TABLE 4.3 CONSTRUCT RELIABILITY AND RESULTS OF OUTER MODEL

Variable	Indicators	Loading	Cronbach's α	CR	AVE
Food quality	FQ1	0.701	0.762	0.840	0.512
	FQ2	0.722			
	FQ3	0.721			
	FQ4	0.733			
	FQ5	0.698			
Service quality	SQ1	0.748	0.784	0.852	0.536
	SQ2	0.768			
	SQ3	0.720			
	SQ4	0.697			
	SQ5	0.725			
Atmosphere	AT 1	0.783	0.839	0.886	0.608
	AT2	0.795			
	AT3	0.708			
	AT4	0.779			
	AT5	0.829			
Price	PR1	0.850	0.828	0.886	0.661
	PR2	0.778			
	PR3	0.795			
	PR4	0.826			
Convenience	CO1	0.772	0.761	0.848	0.583
	CO2	0.704			
	CO3	0.763			
	CO4	0.811			
Consumer satisfaction	CS1	0.842	0.885	0.916	0.685
	CS2	0.783			
	CS3	0.817			
	CS4	0.835			

	CS5	0.858			
Revisit intention	RI1	0.833	0.869	0.906	0.660
	RI2	0.819			
	RI3	0.655			
	RI4	0.864			
	RI5	0.872			

4.3 MEASUREMENT MODEL ASSESSMENT

The outcome of the confirmatory factor analysis is shown in Table 4.3. Testing the factor loadings, construct reliability, convergent validity, and discriminate validity is the first step towards validating the relationship between the constructs of the proposed model (Hair et al., 2018).

The outer loading for each of the seven constructs, food quality (FQ), service quality (SQ), atmosphere (AT), price (PR), convenience (CO), consumer satisfaction (CS), and revisit intention (RI), was measured using the Smart PLS algorithm in order to validate the data. Each item is regarded as strongly related to the associated construct if the factor loading is within the recommended acceptable limit of 0.708, meaning that the construct explains more than 50% of the variance of the indicator (Hair et al., 2018). Three of the items, value of factor loadings is above 0.65, all of which are within the standard or accepted range (Hasan Polas et al., 2020). To ensure good validity content, one item of FQ, AT, and CO was eliminated because it fell below the acceptable limits.

Second step is to test the construct reliability and validity, Cronbach Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) were used. Cronbach's α is used to evaluate the reliability of all items that indicates how well the items in a set are positively related to one another. Cronbach's alpha is another measure of internal consistency reliability that assumes similar thresholds, but produces lower values than composite reliability, Hair et al., 2018. It can be seen that Cronbach alpha for all seven constructs is within the acceptable limits of 0.7 (Cronbach & Meehl, 1955), ranging from 0.885 (CS) to 0.761 (CO).

Composite reliability is used to evaluate the internal consistency of latent constructs; all composite reliability values were greater than 0.8, ranging from 0.916 (CS) to 0.840 (FQ).

The third step of the measurement model assessment addresses the convergent validity of each construct measure. Convergent validity is the extent to which the construct converges to explain the variance of its items. The metric used for evaluating a construct's convergent validity is the average variance extracted (AVE) for all items on each construct Hair et al., 2018. It is suggested that average variance extracted should be above 0.5 (Fornell & Larcker, 1981; Hair et al. 2018), and it was found that the values of all constructs are within the acceptable limit, ranging from 0.685 (CS) to 0.512 (FQ).

The fourth step is to assess discriminant validity, which is the extent to which a construct is empirically distinct from other constructs in the structural model. Discriminant validity helps understand whether each item represents its own construct and is distinct from other constructs (Fornell & Larcker, 1981; Hair et al., 2018). It is the square root of AVE, and all values must be greater than any correlation between any other construct (Hair et al., 2018). Thus, since all items

and construct values are within the acceptable limits, it can be concluded that the proposed model is satisfactory with respect to reliability and validity.

TABLE 4.4 DISCRIMINANT VALIDITY – FORNELL AND LARCKER CRITERION

	1	2	3	4	5	6	7
Atmosphere	0.780						
Convenience	0.633	0.764					
Consumer satisfaction	0.559	0.632	0.827				
Food quality	0.647	0.488	0.602	0.715			
Price	0.514	0.579	0.582	0.512	0.813		
Revisit intention	0.539	0.583	0.695	0.560	0.629	0.813	
Service quality	0.649	0.597	0.601	0.690	0.588	0.595	0.732

4.4 DISCRIMINANT VALIDITY – FORNELL AND LARCKER CRITERION

The degree to which a variable is truly different from other variables is known as discriminant validity. To indicate discriminant validity, the individual loadings of the indicators must be greater than the corresponding cross-loadings, Rajput and Gahfoor (2020) mentioned that the correlations between items in two variables should not be higher than the square root of the mean variance shared by a single variable's items. The Fornell and Larcker (1981) test was utilized to evaluate discriminant validity. This test determines whether the square root of the average variance of each variable exceeds the correlation shared by the variables and other variables in

the model. Furthermore, according to Hair et al., 2018, the AVE value for every variable measuring 50% variance must be more than 0.50. Table 3 results show that all variables have acceptable values above 0.50 and that the diagonal square root of the AVE is larger than the cross-correlations with other variables. Thus, it can be said that the proposed model satisfactory with respect to reliability and validity because all of the items and construct values are within the acceptable limits.

TABLE 4.5 RESULTS OF HYPOTHESIS WITH PATH COEFFICIENTS

Relation	Path coefficient	Standard Deviation	T statistics	P values	Decision
FQ-CS	0.264	0.071	3.733	0.000	Accepted
SQ-CS	0.103	0.077	1.335	0.182	Not Accepted
AT-CS	0.022	0.068	0.327	0.744	Not Accepted
PR-CS	0.191	0.065	2.939	0.003	Accepted
CO-CS	0.317	0.075	4.256	0.000	Accepted
CS-RI	0.695	0.048	14.507	0.000	Accepted

4.5 RESULTS OF HYPOTHESIS WITH PATH COEFFICIENTS

Structural equation modeling was used with Smart PLS to determine the relationship between the proposed models. Path coefficients determine the significance and applicability of structural model associations. In order to get the p and t values, we employ bootstrapping. A resampling technique called "bootstrapping" is used to estimate the path model multiple times under slightly different data constellations by randomly selecting samples from the data and replacing them. In order to examine the statistical significance of the coefficients, bootstrapping aims to compute the standard error of coefficient estimates (Rajput & Gahfoor, 2020).

The results are depicted in Table 4.5, the first hypothesis (H1) states that there is a significant relation between food quality and consumer satisfaction of restaurant. The results of structural model table shows the path coefficient value of 0.264, value of t statistics 3.733 which is greater than 1.96 and the p value is 0.00 which is smaller than 0.05 which means it is significant. Therefore H1 is accepted this research support the previous study of (Namkung and Jang, 2007; Rajput and Gahfoor, 2020; Richardson et al. 2019; Mahafuz Mannan et al. 2019) which shows that there is significant relationship between food quality and consumer satisfaction.

The second hypothesis (H2) states that there is a no significant relation between service quality and consumer satisfaction of restaurant. The results of structural model table shows the path coefficient value of 0.103, value of t statistics 1.335 which is lesser than 1.96 and the p value is 0.182 which is more than 0.05 which means it is insignificant. Therefore H2 is not accepted this research support the previous study of (Anggraeni et al., 2020; Purwanto et al., 2023) which shows that there is no significant relationship between service quality and consumer satisfaction.

The third hypothesis (H3) states that there is a no significant relation between atmosphere and consumer satisfaction of restaurant. The results of structural model table shows the path coefficient value of 0.022, value of t statistics 0.327 which is lesser than 1.96 and the p value is 0.744 which is more than 0.05 which means it is insignificant. Therefore H3 is not accepted this research support the previous study of (Richardson et al., 2019) which shows that there is no significant relationship between atmosphere and consumer satisfaction.

The fourth hypothesis (H4) states that there is a significant relation between price and consumer satisfaction of restaurant. The results of structural model table shows the path coefficient value of 0.191, value of t statistics 2.939 which is greater than 1.96 and the p value is 0.003 which is smaller than 0.05 which means it is significant. Therefore H4 is accepted this research support the previous study of (Kumarasinghe and Sriyalatha, 2021; Chun and Nyam-Ochir, 2020; Mahafuz Mannan et al., 2019) which shows that there is significant relationship between price and consumer satisfaction.

The fifth hypothesis (H5) states that there is a significant relation between convenience and consumer satisfaction of restaurant. The results of structural model table shows the path coefficient value of 0.317, value of t statistics 4.256 which is greater than 1.96 and the p value is 0.00 which is smaller than 0.05 which means it is significant. Therefore H5 is accepted this research support the previous study of (Jekanowski et al., 2001; Anand, 2011; Prabhavathi et al., 2014; Richardson et al., 2019) which shows that there is significant relationship between convenience and consumer satisfaction.

The sixth hypothesis (H6) states that there is a significant relation between consumer satisfaction and revisit intention of restaurant. The results of structural model table shows the path coefficient value of 0.965, value of t statistics 14.507 which is greater than 1.96 and the p value is 0.00 which is smaller than 0.05 which means it is significant. Therefore H6 is accepted this research support the previous study of (Adilla Anggraeni et al, 2020; LAMAI et al. 2020; Rajput and Gahfoor, 2020; Marinkovic et al., 2013) which shows that there is significant relationship between consumer satisfaction and revisit intention.

It is found that four constructs, namely FQ, PR CO positively influence the CS towards restaurant and in turn CS positively influences the RI. At the same time, two constructs, namely AT, and SQ do not positively influence CS, as the p-value is greater than 0.05. Thus, it can be concluded that hypotheses H1, H4, H5 and H6 are accepted, whereas H2 and H3 are not accepted. Additionally, the R-square value for CS is 0.545, which means that the proposed model was able to explain a variation of 54 per cent for consumer satisfaction towards the restaurants, which is in line with an earlier study by (Richardson et al., 2019; Anggraeni et al., 2020)

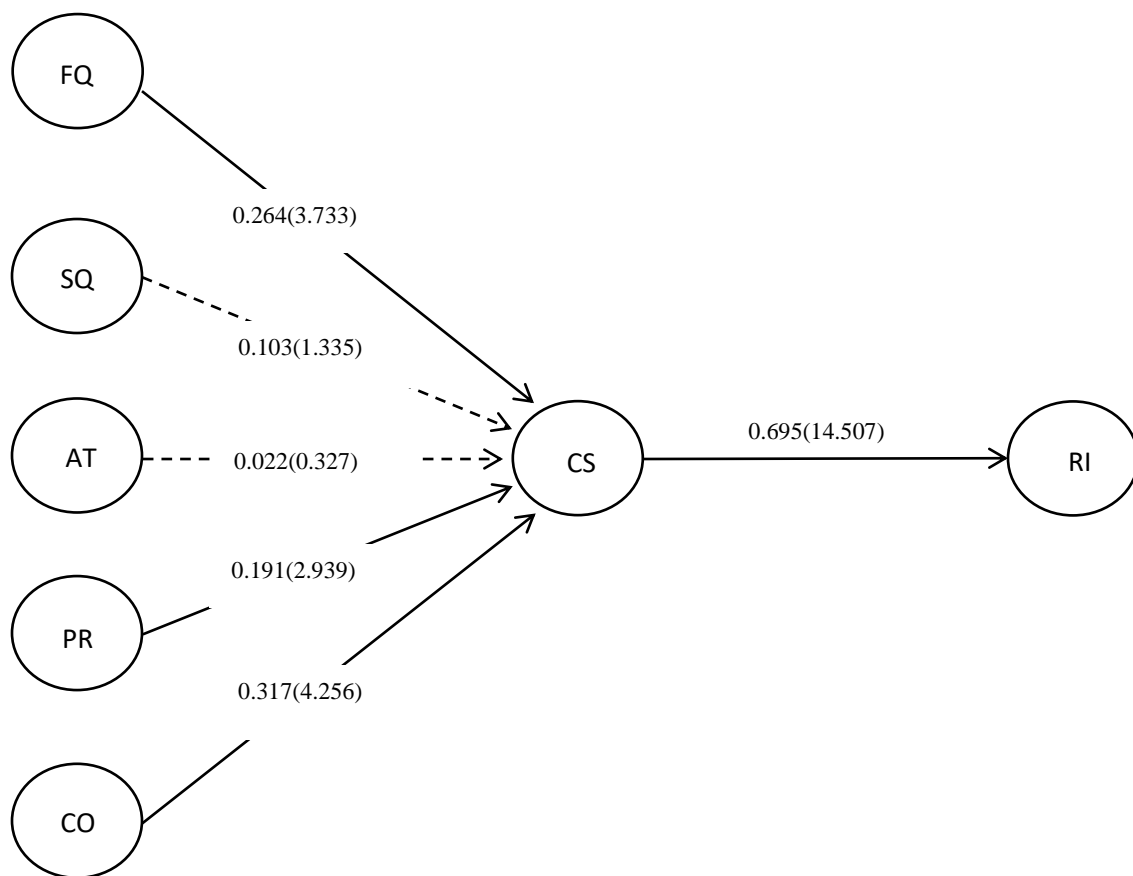


Fig. 4.1 Bootstrapping and path coefficients

4.6 STRUCTURAL MODEL ASSESSMENT

Table 4.6 Collinearity statistics (VIF)

Constructs	VIF
AT -> CS	2.337
CO -> CS	2.039
CS -> RI	1.000
FQ -> CS	2.231
PR -> CS	1.784
SQ -> CS	2.539

4.7 COLLINEARITY STATISTICS (VIF)

The variance inflation factor (VIF) for each item should be calculated by the researcher in order to determine the degree of collinearity among the formative indicators. Increased VIF suggests a higher degree of collinearity. Ideally, the VIF values should be close to 3 and lower, (hair et al., 2019).

Table 4.7 R square R square Adjusted

Endogenous Latent Variable	R ²	Adjusted R ²	Effect size
CS	0.545	0.538	Moderate
RI	0.483	0.482	Weak

4.8 R SQUARE R SQUARE ADJUSTED

The R^2 value is used to calculate the predictive accuracy of the model. The mutual effects of the exogenous variables on the endogenous variables are represented by R^2 values. The percentage of variance in endogenous constructs that can be explained by the total number of exogenous constructs that are related to it is indicated by this, Rajput and Gahfoor (2020). Additionally, the R^2 value for CS is 0.545, which means that the proposed model was able to explain a of 54 per cent variation in consumer satisfaction by the independent variables, R^2 value for RI is 0.482 which means that the proposed model was able to explain a of 48 per cent variation in revisit intention by consumer satisfaction, which is in line with an earlier study by (Richardson et al., 2019; Anggraeni, 2020)

CHAPTER 5: CONCLUSION

5.1 DISCUSSION

Findings from the study are covered in this section. Consumer satisfaction with full-service restaurants is positively impacted by food quality, price, and convenience, according to the study's findings. On the other hand atmosphere and service quality does not influence the consumer satisfaction to full service restaurant. Consumer satisfaction significant influence revisits intention to restaurant.

With a path coefficient value of 0.695, it is evident from the results above that consumer satisfaction (CS) was also found to be one of the most important factors influencing revisit intention. According to Marinkovic et al. (2013), satisfaction is an important forerunner to the intention to revisit. In the restaurant industry, for instance, there would be a higher level of revisit intention if customer satisfaction increased. Since one of the key indicators of revisit intention for the subsequent purchase is customer satisfaction, a manager who wants to see a high level of revisit intention should provide excellent customer service. Return intention and customer satisfaction have a positive relationship, which is in line with other studies' findings (Adilla Anggraeni et al, 2020; LAMAI et al. 2020; Rajput and Gahfoor, 2020; Marinkovic et al., 2013).

The results above indicate that, with a path coefficient value of 0.317, convenience is the strongest predictor of customer satisfaction. In today's pervasive marketplace, consumers need not travel far to find a fast food outlet. This greater availability translates into a decrease in the

full price of obtaining a meal, which contributes to greater consumption (Jekanowski et al., 2001) and greater availability has led to increased consumption. According to Anand (2011), convenience is no longer a compelling unique selling proposition (USP) for food marketers, despite the fact that it is still a major factor when it comes to fast food joint selection for Indian families who have dual incomes. Altogether, Food preferences have shifted due to changes in the family social system. People's habits change over time, and they prefer convenience and eat out more frequently (Prabhavathi, 2014). The result of the study is in line with the previous studies conducted on revisit intention by (Jekanowski et al., 2001; Anand, 2011; Prabhavathi et al., 2014; Richardson et al., 2019)

Food quality is the second strongest predictor of customer satisfaction, with a path coefficient of 0.264. The findings align with previous research on revisit intention conducted by (Namkung and Jang, 2007; Rajput and Gahfoor, 2020; Richardson et al., 2019; Mahafuz Mannan et al. 2019; Chun and Nyam-Ochir, 2020). Because food quality affects customer satisfaction, Namkung and Jang (2007) demonstrated that food quality is one of the key components of the food industry. Food quality and customer satisfaction are significantly correlated, and this has an impact on customer choice (Shariff et al., 2015). It is widely acknowledged that a significant factor influencing patron satisfaction and post-dining behavioral intention is food quality.

With a path coefficient of 0.191, price is the third predictor of customer satisfaction. Perceived price attributes seem to be the most significant predictive factors for customer satisfaction, according to (Sriyalatha and Kumarasinghe, 2021). Most customers desire high-quality food at affordable prices. The findings are in line with previous research on revisit intention conducted

by (Kumarasinghe and Sriyalatha, 2021; Chun and Nyam-Ochir, 2020; Mahafuz Mannan et al., 2019).

Customer satisfaction is not significantly impacted by atmosphere or service quality. According to (Anggraeni, 2020), cultural differences among consumers may account for some of the variations in findings between research projects pertaining to customer satisfaction and service quality. According to research findings, a person's cultural background influences how much weight they assign to different aspects of service quality. Furthermore, it is acknowledged that not all SERVQUAL dimensions may be represented by the items used in this study to measure the variable service quality, which agrees with earlier research (Purwanto et al., 2023; Anggraeni et al, 2020). According to Richardson et al. (2019) and Faizan Ali et al. (2015), there is no significant impact of atmosphere on customer satisfaction. This could be attributed to the fact that customers prioritize food quality, price, and convenience over the atmosphere features of full-service restaurants.

5.2 MANAGERIAL IMPLICATION

The study reveals that restaurant consumer satisfaction is positively influenced by food quality, with customers recognizing the restaurant's food as adequate. Managers should focus on enhancing food quality to increase sales and create effective plans. Restaurants continuously improve their food quality, either through the ingredients or possibly cooking style. Price also plays a crucial role in customer satisfaction, with fair prices boosting perceptions. Restaurants can use comparative marketing techniques to attract more business by providing a fair price. Such as a 40% discount on days when there are typically fewer customers. The reasons for them

to revisit full-service restaurants were the good quality of food and good prices; good prices mean a fair price that is worth the dining experience. Therefore, besides improving the food quality, restaurant owners should create pricing strategies that their customers consider as fair which can be done by making the portion fair with the price, using premium ingredients and improving the taste of the food. The most crucial factor is convenience, and every payment option should be offered for a smooth transaction. Additionally, it is advised that new restaurants should be located in a convenient area that is accessible by foot. Customer satisfaction also affects the likelihood of a customer returning to the restaurant, as excellent food quality makes customers feel good about returning. Therefore, managers should focus on improving customer satisfaction levels to gain a competitive advantage. Overall, evaluating customer satisfaction is beneficial for restaurant owners. The results imply that restaurant management should pay attention to customer satisfaction because it directly affects revisit intention.

5.3 CONCLUSION

The results show that food quality, price and convenience are the antecedents of consumer satisfaction in full-service restaurants and in turn consumer satisfaction is significantly influencing revisit intention. These results suggest that high-quality food served at a reasonable price at the convenience of the consumer can increase customer satisfaction in full-service restaurants, which in turn affects the likelihood that they will return. It's interesting to note that customer satisfaction is significantly inversely correlated with atmosphere and service quality. It should be mentioned that different consumers may respond differently to the same consumption event, leading to varying degrees of satisfaction. For instance, they might be happy with the food's quality but not necessarily with the way the service is provided.

5.4 LIMITATION AND FUTURE STUDIES

This study is limited to full-service restaurants in the Goa. Thus, the results may not be generalizable to other types of restaurants or restaurants outside the Goa. The questionnaire was distributed online, it may also be field-tested in the future by distributing it among consumers at restaurants. Future studies can include all the dimensions of SERVQUAL to measure the service quality construct. Different customers have different perceptions and expectations towards food quality, service quality, price and value, convenience, and atmosphere. Therefore, implementation of this study to the restaurant industry might yield different results. In addition to that, comparisons across different types of restaurants such as fast food, casual upscale, or fine dining restaurants may also be helpful in gaining additional insights which might be beneficial to the industry.

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[India Full Service Restaurants Market Size & Share Analysis - Industry Research Report - Growth Trends \(mordorintelligence.com\)](https://mordorintelligence.com/india-full-service-restaurants-market-size-share-analysis)

QUESTIONNAIRE

As a part of my Dissertation work in M.Com Course, I am conducting a survey on Factors Influencing Consumer Satisfaction Revisit Intention to Restaurant in Goa.

Please do co-operate with me in this survey by giving your responses. I promise that your response will be kept confidential and will be used only for the study purpose.

Part I. Demographic Profile

Gender	Male			Female		
Age	Upto-20	21-35	36-50	51-60	61 and above	
Education	Up to 10th	Up to 12th	Graduation	Post-Graduation	Others	
Marital status	Married			Unmarried		
Annual Income	Less than 1 Lakhs	Rs. 1 Lakh – 3 Lakhs	Rs. 3 Lakhs – 5 Lakhs	Rs. 5 lakhs- 10 lakhs	Above 10 lakhs	
Occupation	Student	Business	Employed (govt.)	Employed (private)	Unemployed	Home-maker
Location	North Goa			South Goa		
Dining purpose	Dinning with family	Dinning with friends	Dinning with colleagues	Celebrating special events	Tasting	Other

1. How frequently do you visit a restaurant in a month?

- a) Once in a week b) Twice a month c) Once in a month
- d) Once in 2-3 month e) Rarely

2. How much on average do you spend on restaurants in a month?

- A) Less than 1000 b) 1000 - 30000 c) 3000- 5000
- d) 5000 and above

Part II. Factors Influencing Consumer Satisfaction and Revisit Intention to Restaurants in Goa

We will like you to recall full service restaurant you visited most recently. A full-service restaurant is a restaurant that offers table service and meals with a wide variety selection of foods and beverages.

Kindly select the appropriate number ranging from 1 to 5 in each of the factors provided where:-

(1- Strongly disagree, 2 disagree, 3- Neutral, 4- agree, 5- Strongly agree)

	Food Quality		1	2	3	4	5
1	Food presentation of the restaurant was visually attractive	Mannan et al. (2019), Namkung and Jang (2007)					
2	The food was served at the appropriate temperature						
3	The food was tasty						
4	The food served was fresh						
5	The restaurant offers a variety of menu items						

	Service Quality		1	2	3	4	5
1	Employees served me food exactly as I ordered it	Mannan et al. (2019)					
2	The employees of the restaurant provide quick and prompt services						
3	Employees made me feel comfortable in dealing with them						
4	The employees of the restaurant are always willing to help in making choice of the food						
5	The restaurant is sophisticated in providing service						
	Atmosphere		1	2	3	4	5
1	The restaurant have attractive interior and decor	Mannan et al. (2019), Chun and Nyam- Ochir (2020)					
2	Lighting in the restaurant was appropriate						
3	It is easy to move around the restaurant						
4	The staff were neat and well dressed						
5	The restaurant have clean dining areas and restroom						
	Price		1	2	3	4	5
1	The restaurant offers good value for money	Mannan et al., (2019), Liu and Tse (2018)					
2	Food quality is good compared with price						
3	The prices at the restaurant was reasonable						
4	The overall value of dining experience at the restaurant was worth the money						
	Convenience		1	2	3	4	5
1	Restaurant was located at a convenient location	Liu and Tse (2018)					
2	Restaurant was located at a short walking distance						
3	Restaurant was centrally located						
4	Payment method was convenient						
	Consumer Satisfaction		1	2	3	4	5
1	At the restaurant, I really enjoyed myself	Mannan et al., (2019), Namkung and					
2	I am delighted with the services at the restaurant						
3	Overall, the restaurant puts me in a good mood						

4	I am pleased to have visited the restaurant	Jang (2007)					
5	I am very satisfied with my overall experience at this restaurant						
	Revisit Intention		1	2	3	4	5
1	In the near future, I would like to revisit the restaurant	Mannan et al., (2019), Liu and Tse (2018), Namkung and Jang (2007)					
2	I have a strong intention to visit the restaurant with my friends and family in the near future						
3	I will prefer restaurant food over home food sometime						
4	I would encourage others to visit the restaurant						
5	I will recommend the restaurant to others						