

Enjoy Fast Food Restaurants And Revisit the Brand In Dharwad District

Salesha B Belgaum
Assistant Professor Department of Commerce
Government First Grade College, Annigeri

Abstract:

Introduction: Fast food restaurants must attract new customers and retain existing customers. Eating at restaurants with family, friends and colleagues is increasingly part of Dharwad culture. **Objective of study:** This research aims to determine the relationship between food quality, restaurant service quality, physical environment quality and customer satisfaction and people's thoughts about fast food restaurants. It has also been researched that word of mouth marketing is a factor in the relationship between customer satisfaction and customer return intention in fast food restaurants.

Research method: The data was collected from a simple survey of 50 fast food consumers. The design hypotheses were tested using the partial least squares SEM-PLS structural equation in SMART PLS. However, word of mouth communication negatively affects the relationship between customer satisfaction and customer return to fast food restaurants.

Data analysis: This study highlights the importance of revisit intention as an important behavior in fast food restaurants.

Result: Based on physiological response (S-O-R) theory, this study demonstrates the relationship between revisit intention and food quality, restaurant service, physical location, and customer satisfaction. We also found that when customers receive good results and are satisfied, relationship theory does not apply because word of mouth cannot improve the relationship between customer satisfaction and customer loyalty.

Conclusion: conclusion on the research is the factors that increase customer satisfaction and examine the opinions of fast food restaurants. Consumer satisfaction plays a more important role than social impact in the return decision.

Keyword: Fast Food Restaurants , Revisit the Brand, Consumer satisfaction

INTRODUCTION:

In a highly competitive field for restaurants, the hotel industry has experienced many changes. In fast food restaurants, consumers pay more for food quality (FQ), restaurant service quality (RSQ) and physical environment quality (PEQ). If there is a single exception, customers will switch easily. Fast food restaurants must attract new customers and retain existing customers. There is an increase in eating at restaurants with family, friends and colleagues in Dharwad culture. Restaurants try to create a dining experience by combining material and spiritual

elements. The purpose of the decision is to ensure customer satisfaction (CS), word of mouth marketing (WOM) and future revisit intention (RVI) in fast food restaurants. This divides restaurants into low and high classes.

Revisit intention refers to the customer's desire to visit a site again due to interest. Regardless of whether there is a positive attitude towards the restaurant, customer satisfaction increases the likelihood of repeat visits. Return goal is an important topic in hotel marketing research. To date, there is no consensus that word-of-mouth marketing influences customers' intention to revisit after a satisfaction experience. For example, when a customer is satisfied with his experience at a fast food restaurant, the customer's family and friends do not share the same satisfaction. Does word of mouth affect customer satisfaction? Food quality is considered an important part of the entire restaurant experience and affects the return on customer satisfaction. Fast food has a positive impact on consumer satisfaction and is an important factor in emotional behavior. Service quality is important in creating customer loyalty. In addition, the physical environment positively affects consumers' behavior in restaurants, hotels, hospitals, stores and banks. Physical environmental quality is a prerequisite for consumer satisfaction. This shows that customer satisfaction is related to fast food, good restaurant service, good physical environment and intention to revisit.

OBJECTIVE OF STUDY:

- Using the fast food restaurant of Dharwad as the background and according to the S-O-R theory, the relationship between fast food, good restaurant service, good physical environment and revisit intention is learned from customer satisfaction.
- Taking Dharwad Fast Food Restaurant as the background, this paper uses social media to examine the mediating effect of word-of-mouth marketing on social media users' product satisfaction and revisit goals.

RESEARCH METHOD:

There are two research methods: deductive (quantitative) and inductive (qualitative). This study has been the subject of many studies as it follows research design and theory. Many research methods rely mostly on deductive logic. The researcher begins with developing the hypothesis and then collects data. This information is used to determine whether empirical evidence supports the hypothesis. Use survey questions. This study chose a method with a cross-sectional period of 6 months. The cutting method was adopted in this study. Cross-sectional time periods, also known as “snapshots,” are used when research involves examining specific events at a specific point in time. Surveys have become the most commonly used data collection technique in market research due to their effectiveness and low cost . Data were collected through self-administered questionnaires. After Lai and Chen and Widiанти et al. used a simple model. Random selection of fast food restaurants of dharwad. 14 surveys were also distributed to fast food consumers (including low response rates). Additionally, researchers still face problems in obtaining information about customers at fast food restaurants. 12 incomplete surveys were excluded; therefore, 50

responses from fast food customers were used for data analysis. The number of available events is suitable for the use of the equation model.

DATA ANALYSIS:

Table and figure No. 1 shown in this paper is 31.4% of the participants are in the 15-25 age group, 48.3% are in the 26-35 age group, 12.2% are in the 36-45 age group and 12.2% are in the 46-55 age group. 6.7% and 1.4% of the respondents are in the 46-55 age group and over 56 years of age.

Table and figure No. 2 shown in this paper is considering the education levels of the participants, it is seen that the majority are undergraduate and graduate students. According to the professions of the survey participants, 28.6 percent work in the private sector and 24.9 percent are students.

Table and figure No. 3 shown in this paper is 29.3% of the respondents have a monthly income between Rs 20,000 and Rs 30,000, while 25.6% have a monthly income between Rs 41,000 and Rs 50,000. Average monthly consumption in fast food restaurants is approximately 3000-6000 rupees.

RESULTS:

Validity and Reliability:

Validity draws on a scale's ability to measure a construct; in other words, it means that the items represent the concept sufficiently to evaluate it. Validation points are first done in two steps, the items are sent to experts for further modification; second, respondents rarely agree on their understanding. When measuring on the scale, each product group is a true indicator of the design. Fornell and Lacker's composite reliability ρ was calculated for each construct using the partial least squares (PLS) structural equation and Cronbach's coefficient α . Cronbach's α was used to measure the reliability of each item; this indicates the degree of correlation between a group of items. All Cronbach's α s for this scale were above 0.6 (range, 0.83 to 0.89).

SEM-PLS Model Analysis:

Research studies face the challenge of choosing an appropriate model to analyze data. Partial least squares-based structural equation modeling (SEM-PLS) and covariance-based structural equation modeling (CB-SEM) are widely used for various data analyses. CB-SEM is based on statistical analysis using maximum likelihood estimation. PLS-SEM is based on the primary meaning of the term; PLS-SEM is considered suitable for the analysis of complex functional models. PLS-SEM is a non-parametric method that is less sensitive to data distribution and sample size.

Evaluation of the test model:

According to validity testing, the test model (external standard) is evaluated, including the consistency reliability (CR), the reliability of a measurement and the average variation extracted (AVE). The reliability indicator explains the difference between different points. External loadings assess the reliability of a higher value of the variable (items with a loading of 0.67) and indicate convergence of measures. Both items of RSQ 13 and PEQ 21 were discarded due to scores below 0.58. Composite reliability was assessed by internal reliability. To ensure internal consistency, all latent variables had CR values above 0.81; Convergent validity is guaranteed with AVE values above 0.50. Unless the customer is willing to control discrimination, the square root of AVE is higher than the correlation of the relationship. Another evidence of conflict is the presence of one of the carriers of indicators higher than cross-competition.

Factor Analysis:

After determining the validity and reliability of the different items, the factor structure is analyzed. Model tests include linear coefficients used to calculate significance and correlation between model relationships. The prediction accuracy of the model is calculated from the R² value. The prediction accuracy of the model was measured by Q², and the f² value showed the significant effect of exogenous variables on endogenous variables in PLS-SEM. SEM is a rigorous method used to analyze connections between tools and test samples. SMART-PLS produces information about latent structural correlations, path coefficients, and t-test value. The relationship between 6 food establishments, good restaurant service, good physical environment, customer satisfaction, word of mouth, and destination revisit after entry is shown in Figure 6. Bootstrapping is a sampling method that draws random samples (with replacement from data) and uses these samples to estimate frequency modeling from the literature and varies slightly. The purpose of bootstrapping is to calculate the standard error of the estimated coefficient to check the statistical significance of the coefficient.

DISCUSSION:

Interestingly, good food, good restaurant service, good physical environment and customer satisfaction are important factors for revisiting fast food restaurants. Surprisingly, however, word of mouth does not mediate the relationship between customer satisfaction and the customer's intention to return to the fast food restaurant. The results of the study were consistent with some previous findings. The relationship between customer satisfaction and reevaluation is consistent with previous studies. Eating well is associated with revisiting this goal; In addition, the internal environment and physical expansion are also important factors in the desire to revisit these fast food restaurants; Fast food restaurants have some problems. Competition is increasingly evident in a tight market, causing fast-food restaurants to find unconventional ways to attract customers. In fact, these findings suggest that a good physical environment may be less effective in creating a sense of return than good food and service at the restaurant. However, fast food restaurant management should not underestimate the significant impact of physical environment quality on revisit intentions. Therefore, the importance of the quality of the physical environment cannot be ignored

when developing strategies to increase customer satisfaction, reclaim thoughts and build long-term relationships with customers.

CONCLUSION:

Research around the factors that drive customer satisfaction and revisit intentions in fast food restaurants. It also presents a model showing the relationship between three factors: restaurant supply (food quality, restaurant service quality, and physical environment), customer satisfaction, word-of-mouth marketing, and intentions to revisit fast food restaurants. This pattern is specific to the revision of goals based on different thinking patterns through emotional behavior. Research results show that the intention to revisit fast food restaurants is positively related to customer satisfaction, food quality, restaurant service and physical environment. It's nice to watch the relationship between revisited goals. The results clearly show the significant impact of good food, good restaurant service, good physical environment and customer satisfaction through customer satisfaction, which are important for the intervention effect on the return of the fast food restaurant. Moreover, the findings support SOR theory, which supports our conceptual model stating that external stimuli (FQ, RSQ, PEQ) create internal conditions (CS), which in turn lead to response (RVI). But; The concept of integration theory fails to impact customer satisfaction. In other words, customer satisfaction plays a more important role in deciding to revisit than social influence (e.g. word of mouth). Therefore, WOM cannot influence the strength of the relationship between CS and RVI.

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