

# Restaurant Quality Attribute on Revisit Intention: The Mediating Effect of Customer Satisfaction

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The foodservice industry just keeps getting more competitive. However, foodservices continue to bleed customers as sales and traffic fell incessantly. Thus, make the job of running existing foodservice keeps getting tougher. In such an environment, marketers are understandably concerned about how to maintain or increase market share through better Foodservice Quality Attribute offered and effective segmentation strategies. This study aims to elaborate on the concepts of quality attributes, customer satisfaction and customer revisit intention and their relationships with the goal of establishing better clarity on the path of relationship flow in the foodservice industry. The authors suggest a framework based on an in-depth review of the literatures and offer an empirical investigation into the mediating role of customer satisfaction in the hypothesized framework. The study starts with an identification of relevant variables and then moves to relationship testing. The authors use SEM model to test the proposed causal relationships. The results empirically confirm Customer Satisfaction as a variable that offers directional influence as a mediator of the relationship between Foodservice Quality Attributes and Customer Revisit Intention. Customer satisfaction found to partially mediate the association between foodservice quality attribute and revisit intention, suggesting that the restaurant quality attribute could influence revisit intention directly and indirectly.

**Keywords:** Quality Attribute, Foodservice Industry, Customer Satisfaction, Revisit Intention

## 1. INTRODUCTION

Foodservice industry in Malaysia showed slow-moving development in terms of outlet expansion, mainly within cafés/bars as well as full-service restaurants as foodservice operators closed failing outlets in 2016. Furthermore, the unsteady government policy reforms in conjunction with the execution of rationalization program and currency depreciation are forcing foodservice operators to deal with high operational costs. However, regardless of slower outlet growth, foodservice operators persistent to see encouraging value sales growth in 2016 through constant new product launches to meet consumers' continually changing needs besides continuous promotion and advertisement campaigns to increase sales. This made the restaurant foodservice industry remains prolific, flexible and also responsive from the impact of competitive environment and it is relentless competition.

The increasing number of foodservice in the industry will also give an impact to the marketing issues such as customer perception and perspective. Foodservice operators need to give special attention to the changes of customer attitudes and behavior since it is more important to retain the present customers than gaining new customers (George, 2001). Marketing practitioners need to have an abundance of passion

in achieving customer satisfaction (Jang & Namkung, 2011; Liu & Jang, 2009). Foodservice operators are struggling to increase customer satisfaction and keep their current customers rather than devoting additional resources to chase potential new customers. The claim that it costs five to eight times as much to get new customers than to hold on to old ones is key to understanding the drive toward benchmarking and tracking customer satisfaction (Mittal & Kamakura, 2001). Several authors agree that providing high perceived quality attributes that meet the needs and wants of customers is a necessary strategy for survival and success of foodservice establishment. This is due to the significant positive effect of quality on customer satisfaction (Boohene, Agyapong, & Gonu, 2011; Revilla-Camacho, Vega-Vázquez, & Cossío-Silva, 2015).

While the importance for survival and success of restaurant service is well recognized, certain problematic issues surrounding perceived quality make its operationalization very challenging for service marketers. One of the issues is the fact that perceived quality is multidimensional and different customers will judge the same quality differently based upon their differing perceptions (Parasuraman, Berry & Zeithaml, 1996). Although the general theoretical relationship between satisfaction and quality attribute has been verified, practical