ABSTRACT

There is no doubt that Myanmar is in the spotlight as Southeast Asia’s most promising growth economy after experiencing a democratic reform under the elected government in 2010. Owing to the economical and political transformations, the country meets its very potential future of economic growth. As a result of having global interest, investors have flooded into the country in order to take advantage of the untouched market. Consequently, restaurant business is also considerably developed as much as other service industries like hotel and tourism services in order to keep up with the increasing demand. Meanwhile, the customers have more alternates to choose the various dining places. Thus, the firms are trying to consider more on the elements that generate the sustainable growth of company. Apparently, There is no confusion about customer loyalty is one of the most imperative factors in service industry which has been approved by several researchers over decades.

The objective of this study is to explore the influential factors of customer loyalty towards GOLDEN DUCK restaurant in Yangon, Myanmar. A conceptual framework of this study is developed from the previous studies and nine of the variables are adopted. They are service quality, food quality, physical environment, emotions, restaurant image, customer perceived quality, word of mouth, customer satisfaction and customer loyalty. The researcher applied descriptive and inferential analysis method to analysis the data. Survey method was adopted and 450 questionnaires were distributed in the five branches of GOLDEN DUCK restaurant. The researcher engaged the Multiple Linear Regression to investigate the influence of each variable and one of the statistical software is employed to conclude the data.

A total number of six hypotheses are developed based on the articles and previous studies. According to outcomes, the researcher found that food quality, service quality and atmosphere were significantly influenced on emotion (H1): food quality and atmosphere were significantly influenced on word of mouth while service quality was not significant on the other hand (H2): food quality, atmosphere and word of mouth were significantly influenced on restaurant image apart from the service quality (H3): service quality was not significant enough to impact perceived value while food quality, atmosphere and restaurant image were significantly effect on perceived value (H4): restaurant image and perceived value were significantly influenced on customer satisfaction (H5): emotion and customer satisfaction were significantly influenced on customer loyalty (H6). To be concluded, this research finding contributes valuable implications and better understanding for restaurant business to achieve economic profits and sustainable growth.