

086 The study of the Factors Affecting the Customer Loyalty of Lotteria fast food restaurants in Yangon, Myanmar

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This study investigates the relationship between perceived service quality (tangibles, reliability, responsiveness, assurance and empathy), image, perceived value and customer satisfaction. To do so a survey was conducted by distributing 400 questionnaires in all branches of Lotteria fast food restaurants in Yangon, Myanmar. The Pearson Correlation was applied for the data analysis. The results show that there is a weak positive relationship among perceived service quality, image, perceived value, customer satisfaction and customer loyalty. Based on these results, it seems that Lotteria fast food restaurants need to develop marketing strategy to increase customer loyalty.

Keywords: Customer Loyalty, Customer satisfaction, perceived service quality, Service quality, fast food restaurants.

According to Brown (1992) considered that customers are the most important people for any organization. Oliver (1997) mentioned that there are also the resource upon which the success of the business depends. Building the strong customer loyalty and trying to maintain the customer loyalty is even more difficult task for all the industries.

Inamullah (2012) defined that customer loyalty is the willingness of a consumer to purchase the same product and keep the same profitable relationship with particular company. Wang (2006) also stated that customer loyalty is the key and important competitive advantage in current market situations. Loyalty customers can achieve enormous benefits to a company. Many studies showed that the factors affecting the customer loyalty in many service industries.

This study is about "The Study of the Factors Affecting the Customer Loyalty of Lotteria fast food restaurants in Yangon, Myanmar". The researcher will focus on the population of Yangon