

Customer Satisfaction Affecting Behavioral Intention to Repurchase at Fast Food Restaurant in Bangkok, Thailand

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Abstract

The objective of this research is to study factors affecting to behavioral intention to repurchase at McDonald's in Bangkok, Thailand, while independent variables are perceive value, restaurant image, food and beverage quality, service quality, customer satisfaction and dependent variable is behavioral intention to repurchase. The data was collected by distributing questionnaires to 300 respondents at MBK Center and Siam Paragon branches in Bangkok. The sampling procedure used judgment sampling, quota sampling, and convenience sampling. When data are collected, the researcher will analyze the data by using the Statistical Package for Social Science (SPSS) software. Also the multiple regression and simple regression are used to analyze the relationship among dependent and independent variables based on hypotheses. And the researcher used descriptive statistics to provide percentage and frequency, which is usually used to analyze demographic factors. The result of this research shows that all most of independent variables are influenced on behavioral intention to repurchase, but three two sub-variable are not influenced on behavioral intention to repurchase, which are assurance and employee knowledge and responsiveness of service delivery in term of service quality.

Keywords: Repurchase intention, Food service, Customer satisfaction

Introduction

At the present, fast food market in Thailand grow up rapidly and also have a lot traders who stay in the same markets, which the markets become more competitive. While the customer's expectation rises up day by day with more similar products and service so the companies have to make customer satisfy with their service and products. The companies have to understand the specific needs of customers and try to fulfill requirement of customers as well. Customers' satisfaction is a very important factor especially in the service sector. It can be defined as the valuation based on experience that the customers get after used services or products which compare with the expectation (Olorunniwo et al., 2006). According to Gilbert et al. (2006), also mentioned that the customers' satisfaction is viewed as influencing repurchase intention and behavior, which in turn and leads to the company's future revenue and profit. The companies try to build good relationship with the customers, improving their service quality in an effort to attract customers so that it could be created customers' repurchase intention.

In this research, light is put on the McDonald's and the main focus is on the MBK Center branch and Siam Paragon branch. There are four independent variables, which directly affect to customers satisfaction and lead to the dependent variable of behavior intention to

repurchase. These are: perceived value, image restaurant, food and beverage quality and service quality.

Objective of study

The objective of this research is to study factors which include perceive value, restaurant image, food and beverage quality, service quality and customer satisfaction towards behavioral intention to repurchase at McDonald's in Bangkok, Thailand. This research studies the relationship among these factors and customer satisfaction that will lead to customer intention to repurchase at McDonald's.

1. To analyze the influence of perceived value, restaurant image, food and beverage quality on customer satisfaction.
2. To analyze the influence of service quality in term of assurance and employee knowledge, healthy and attractive food, empathy, tangibles, responsiveness and reliability on customer satisfaction.
3. To analyze the impact of restaurant image on perceived value.
4. To analyze the impact of customer satisfaction on behavioral intentions.

Literature Review Theory

Service quality

Parasuraman (1998) defined service quality as the difference between customer anticipations and perceptions of service. When a restaurant provides