

ABSTRACT

The purpose of this research is to examine the factors affecting the customer loyalty of Lotteria fast food restaurants in Yangon, Myanmar and the variables in this study are perceived service quality, image, perceived value and customer satisfaction. The researcher applied eight variables and fifteen hypotheses in this study.

This research seeks to explore the factors affecting the Lotteria fast food restaurants in Yangon, Myanmar. The researcher distributed the questionnaire among 400 respondents in Yangon, Myanmar. The data collected was analyzed by using SPSS, where descriptive statistics such as mean, standard deviations, frequencies and percentages were generated for all variables. The researcher utilizes 5-point Likert scale 1 to 5 represents for questionnaires. Hypotheses are examined by employing the Pearson Correlation and t-statistic and the findings are indicated that fifteen null hypotheses are rejected.

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.