

RELATIONSHIP BETWEEN RESTAURANT EXPERIENCES AND CUSTOMER SATISFACTION – MALAYSIA BASED CHAIN RESTAURANTS

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ABSTRACT

This study seeks to determine which restaurant experiences influence on the customer satisfaction a restaurant in the context of Malaysia based chain restaurants. The research examines the relationships among restaurant experiences and customer satisfaction in the context of Malaysia based chain restaurants. The results of this study suggest that: (a) A restaurant's environment and food quality positively influences on customers' satisfaction, (b) customers' perceptions of price fairness influence on customers' satisfaction, (c) development of service quality drives customer satisfaction. These results provide a basis for investigating which restaurant experiences are critical in eliciting development of customer satisfaction for a Malaysia based chain restaurant. This study also offers managers a perspective for developing marketing strategies to strengthen customer satisfaction in Malaysia based chain restaurants.

Key Words: *Restaurant experiences, customer satisfaction, chain restaurants.*