

**Determinants of Brand Loyalty in Fast Food
Restaurant in North Cyprus: Cases of Johnny
Rocket & Burger City**

Eyo Sophia Eyibio

Submitted to the
Institute of Graduate Studies and Research
in partial fulfilment of the requirements for the degree of

Master
of
Business Administration

Eastern Mediterranean University
February 2017
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Prof. Dr. Mustafa Tümer
Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master in Business Administration

Assoc. Prof. Dr. Şule Aker
Chair, Department of
Business Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master in Business Administration

Prof. Dr. Sami Fethi
Supervisor

Examining Committee

1. Prof. Dr. Sami Fethi

2. Assoc. Prof. Dr. İlhan Dalcı

3. Asst. Prof. Dr. Hasan Özyapıcı

ABSTRACT

This thesis examines the determinant of brand loyalty such as dining experience, restaurant image, and customer satisfaction in the case of the fast food sector in North Cyprus-Famagusta. Regression analysis, t-test and ANOVA analysis were conducted to investigate the relationship between Brand loyalty and its determinants. One hundred and ninety-three responses were collected through the use of questionnaires from students of Eastern Mediterranean University and customers of Johnny Rocket & Burger City for the analysis.

The results of the thesis revealed that dining experience, restaurant image, and customer satisfaction are all significant and have a positive influence on brand loyalty in the fast food sector. The results also show that male and female customers have different opinions about fast food restaurant in North Cyprus whereas customer opinions about fast food restaurant in North Cyprus differ according to their age. Lastly, the results illustrate that customers being satisfied are not a guarantee for their loyalty.

Keywords: Brand loyalty, Dining experience, Restaurant Image and Customer satisfaction, regression analysis, ANOVA test, North Cyprus.

ÖZ

Bu tez, Kuzey Kıbrıs-Mağusa'daki fast food sektöründe yemek deneyimi, restoran imajı ve müşteri memnuniyeti gibi marka sadakati belirleyicisini inceliyor. Marka sadakati ile belirleyicileri arasındaki ilişkiyi araştırmak için regresyon analizi, t-testi ve ANOVA analizi yapılmıştır. Analiz için Doğu Akdeniz Üniversitesi öğrencileri ve Johnny Rocket & Burger City müşterilerinin anketleri kullanılarak yüz doksan üç yanıt gönderilmiştir.

Tezin sonuçları, yemek deneyimi, restoran imajı ve müşteri memnuniyetinin önemli olduğunu ve fast food sektöründe marka sadakati üzerinde olumlu bir etkisi olduğunu ortaya koydu. Elde edilen sonuçlar ayrıca Kuzey Kıbrıs'ta fast food lokantası konusunda farklı görüşleri olan erkek ve kadın müşterilerin Kuzey Kıbrıs'ta fast food lokantası ile ilgili müşteri görüşleri yaşlarına göre farklılık gösterdiğini göstermektedir. Son olarak, sonuçlar tatmin olan müşterilerin sadakatlerinin garantisi olmadığını göstermektedir.

Anahtar Kelimeler: Marka sadakati, Yemek deneyimi, Restoran imajı ve müşteri memnuniyeti, regresyon analizi, ANOVA testi, Kuzey Kıbrıs.

To my father

ACKNOWLEDGMENT

I use this opportunity to appreciate everyone who played a part in making this work a success.

First, I am thankful to my supervisor - Prof. Dr. Sami Fethi for presenting me with the opportunity to work on this topic and for his extraordinary commitment and guidance towards this research.

Secondly, I would like to extend my sincere appreciation to Asst. Prof Mehmet Islamoglu, Prof. Dr. Mustafa Tümer, and Assoc. Prof. Dr. İlhan Dalcı for giving me the opportunity to be part of the thesis program.

Thirdly, I extend my appreciation to my friends: Bello Olaniyi Olayiwola, Ibrahim Shukurat, and Ogbaburhon Jakpor.

Lastly, I express my profound appreciate to my father and my brothers for their unwavering support and encouragement.

TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ	iv
ACKNOWLEDGMENT.....	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
1 INTRODUCTION	1
1.1 Introduction	1
1.2 Objectives of the Study: Methodology and Hypothesis Development	2
1.3 Pilot Study	3
1.4 Brand Loyalty	3
1.5 Dining Experience	3
1.6 Restaurant Image	4
1.7 Customer Satisfaction.....	4
1.8 Findings of the Study	4
1.9 Fast Food Sector in North Cyprus	4
1.10 Structure of the Thesis.....	6
2 LITERATURE REVIEW.....	7
2.1 Introduction	7
2.2 Brand Loyalty Basics	7
2.3 Dining Experience and Brand Loyalty	9
2.3.1 Previous Dining Experience	9
2.3.2 Elements of Dining Experience	10
2.3.3 Physical Environment/ Atmosphere	10

2.3.4 Food Quality	12
2.3.5 Service Quality	13
2.4 Restaurant Image and Brand Loyalty	15
2.5 Customer Satisfaction and Brand Loyalty	17
2.6 Proposed Model.....	19
3 RESEARCH METHODOLOGY	21
3.1 Introduction	21
3.2 Research Design	23
3.3 Sample and Data Collection	23
3.4 Questionnaire Development	24
3.5 Data Analysis	25
4 EMPIRICAL RESULTS	27
4.1 Descriptive Statistics	27
4.1.1 Demographic Information.....	27
4.1.2 Descriptive Statistics.....	30
4.2 Reliability Analysis	33
4.2.1 Reliability Analysis.....	34
4.3 Individual Reliability Analysis.....	34
4.3.1 No of Items	34
4.4 T-Test Analyses.....	36
4.4.1 T-test Table	37
4.5 ANOVA Analysis.....	39
4.5.1 ANOVA TABLE	40
4.6 Regression Analysis	44
4.6.1 Regression Model Summary.....	44

5 DISCUSSION OF EMPIRICAL RESULTS AND CONCLUSION.....	46
5.1 Discussion	46
5.1.1 Hypothesis 1	46
5.1.2 Hypothesis 2	47
5.1.3 Hypothesis 3	48
5.1.4 Hypothesis 4	49
5.1.5 Hypothesis 5	49
5.2 Conclusion.....	50
6 MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS	52
6.1 Managerial Implications.....	52
6.2 Recommendations	54
6.3 Limitation of the Study.....	54
REFERENCES.....	56
APPENDIX.....	72
Appendix A: Questionnaire.....	73

LIST OF TABLES

Table 1: Demographic Information.....	27
Table 2: Descriptive Statistics.....	30
Table 3: Reliability Analysis.....	33
Table 4: Individual Reliability Analysis.....	35
Table 5: T-test Table.....	36
Table 6: ANOVA Table.....	39
Table 7: Regression Model Summary.....	44

LIST OF FIGURES

Figure 1: Model for the determinant of brand loyalty in restaurants.....	20
--	----

Chapter 1

INTRODUCTION

1.1 Introduction

The eating habits of the public are fast changing, mainly due to the noticeable shift away from home cooked meals, and fast food restaurant has positioned itself to take advantage of this change (Bowers, 2000). Meals that can be ordered, prepared and received in ten minutes are categorized as fast food (Driskell, Meckna, & Scales, 2006).

In North Cyprus, fast food restaurant is becoming the most popular type of business with a yearly increase in the number of fast food chains opened. Due to the high entrant into this sector, the need to retain and satisfy customers is essential for the survival of restaurant. Furthermore, the yearly increase in the number of fast food chains has enhanced competition among restaurants which has led to customers having numerous choices of fast food to pick from, customers expecting more values for their money regarding the quality of service received from the staff, the standard of the meal and environment. Fast food restaurant offers similar services, making it critical for each restaurant to differentiate its offer from another and the inability for this restaurant to provide unique service is typically the cause of failure in this industry.

Recognizing how to entice and keep customers are the key factor that leads to brand loyalty in the fast food industry. Uncles, Dowling, & Hammond (2003) explain

loyalty as an addiction or commitment that customers display towards companies, services, stores (fast food restaurants), activities and products (such as burger, milkshakes, and fries). Additionally, Bove & Johnson (2009) acknowledged that Customers display of commitment as expanded to different forms such as brand loyalty and service loyalty.

Based on the study, the researcher aims to investigate the determinants of brand loyalty in fast food restaurants such as Johnny Rocket and Burger City. Furthermore, this study will try to understand if customer's behavior differs according to age and gender.

1.2 Objectives of the Study: Methodology and Hypothesis Development

The study uses mean scores, T-test, ANOVA, and regression analysis to investigate the difference in customer's opinions and identify the factors that trigger brand loyalty in fast food restaurants. Based on the literature review, below are the following assumptions:

- H1: There is a statistical significance difference in male and female customers based on the proposed determinant of brand loyalty in fast food restaurants.
- H2: There is a statistical significance difference in the customer's age groups based on the proposed determinant of brand loyalty in fast food restaurant.
- H3: Dining experience positively influences brand loyalty in fast food restaurant.
- H4: Restaurant Image positively influences brand loyalty in fast food restaurant.

- H5: Customer Satisfaction positively influence brand loyalty in fast food restaurant

This study focuses on limited service restaurants because they account for 53% of the overall commercial food service business (Friddle, Mangaraj & Kinsey 2001). Consequently, popular limited-service restaurant (Johnny Rocket and Burger City) in North Cyprus were adopted as a case study for this research.

1.3 Pilot Study

The researcher conducted a pilot study by collecting twenty responses from respondents using the questionnaire. The reason for carrying out a pilot study is to test the reliability of the survey before carrying out a full investigation. The pilot study had no suggestion or correction, hence helped to ensure that research instrument is reliable.

1.4 Brand Loyalty

A scenario where a customer has a positive outlook towards a fast food restaurant, urge people to patronize same fast food and most importantly, visits the fast food restaurant anytime he/she wants to eat out, is called brand loyalty in fast food restaurant. The presence of brand loyalty in a fast food restaurant could reduce marketing cost, attract new customers and help the business wield a higher influence over existing customer which, in turn, increases the profit of the firm.

1.5 Dining Experience

It's important that a fast food restaurant leaves an excellent impression on customers and this can be achieved through customers dining experience. A dining experience in fast food restaurant is the total activities and features that customer encounters in the fast food restaurant. The consumer dining experience can be analyzed from two

perspectives: previous dining experience faced by customers and the features that make up a good dining experience. Such features are the food quality, service quality and the environment of the fast food restaurant. These features are essential elements of brand loyalty.

1.6 Restaurant Image

Fast food restaurant image is the reflection of what appears suddenly in the mind of the customer when the name of the fast food comes up in the consumer's memory. Fast food restaurant has the chance of improving its image by meeting and exceeding the expectations of customers when they visit, and this inspires brand loyalty in customers.

1.7 Customer Satisfaction

The recent positive trend towards fast food means that it is crucial for fast food restaurant to make sure consumers get the best of all they need in order to increase the satisfaction level of customers.

1.8 Findings of the Study

The results of this study show that fast food customer dining experience, customer satisfaction, and fast food restaurant image are all significant and have a positive influence on brand loyalty. The results also show that male and female customers have different opinions about fast food restaurant in North Cyprus whereas customer opinions about fast food restaurant in North Cyprus differ according to their age. Finally, the results illustrate that customers being satisfied are not a guarantee for their loyalty.

1.9 Fast Food Sector in North Cyprus

The fast food business is rapidly growing, and many studies have attributed the rapid growth of this industry to several reasons. The decline in the preparation of

homemade food has been touted as one of the primary reasons to why the number of people that patronize fast food restaurants is rising rapidly (Smith & Popkin 2013). Traditionally, women are responsible for cooking at home. However, the number of women in the workforce has increased, and it has led to a considerable decrease in homemade meals, and this has also been identified as a primary reason behind the growth of the fast food business (Fast Food Nation- the New York Times)¹.

Despite the growth recorded by this industry, it remains a very competitive industry. Traditionally, the restaurant industry has always been competitive, and perhaps it is due to the low barrier to entry for new entrants to the market. Schlosser (2012) explains that fast food restaurants and takeaways are beginning to replace home cooked meals and in response, fast food operators are employing various strategies to increase their market share.

In North Cyprus, the fast-food industry is a bit different compared to other countries. North Cyprus is a politically isolated country from the other half part of the Republic of Cyprus. Turkey only recognizes North Cyprus, and hence the economy of North Cyprus is closed to the world. Since North Cyprus became an independent country in 1983, it has heavily depended on Turkey financial aid. In 2014, the population of North Cyprus was recorded as 313,626². The North Cyprus population includes its citizens, thousands of international students who study at the universities, retired British citizens, and tourists who visit to enjoy the beaches and weather in North Cyprus.

¹ New life style in the World has changed due to the preferences of new generation.

² See State Planning Organizaion (SPO) of North Cyprus; <http://www.devplan.org> for more detail

The fast food restaurants in North Cyprus rely heavily on the support from tourists and students on the island. Several restaurants are serving local Mediterranean cuisines, and there are also a couple of international franchises such as Johnny Rocket and Burger City.

Foreign nationals who are more familiar with the menu of these international franchises patronize these franchises, but studies on the fast food industry in North Cyprus are scarce. This study examines the determinants of brand loyalty in fast food restaurants whereas Johnny Rockets and Burger City outlets in the Famagusta region of North Cyprus are adopted as case studies.

1.10 Structure of the Thesis

The study is divided into seven chapters. Chapter one is made up of introduction to the study. Chapter two comprises the literature review related to the determinant of brand loyalty in the restaurant and a proposed model for the study. Chapter three gives detailed information about the research methodology. Chapter four presents the data analysis and empirical results. Chapter five provides a discussion of the empirical results with research conclusions, and finally, Chapter six discusses managerial implications and recommendation for future studies.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

Brand loyalty is essential to the success of any business entity. Therefore it is imperative to identify the factors that determine brand loyalty. The identification of factors that determine brand loyalty can assist relevant stakeholders such as the owners and managers of restaurants to develop an effective strategy for inspiring loyalty in customers.

This section carefully examines the existing academic literature on the relationship between Customer satisfaction, Dining experience, Fast food restaurant's image, and Brand loyalty in the restaurant business.

2.2 Brand Loyalty Basics

Brand loyalty is a broad concept and as such different authors have attempted to define the concept and several benefits of brand loyalty. Guest (1942) describes brand loyalty as affections customers develop towards a brand that inspires these customers to suggest the brand to other people and perform repeat purchases from the brand. Aaker (1991) adds that brand loyalty could help businesses reduce marketing cost, wield higher influence over existing customers, and attract new customers. Furthermore, Dick and Basu (1994) explain that customers loyal to a brand would spread positive word of mouth about the brand.

Also, several authors have identified different determinants of brand loyalty, but the assertion of Zeithaml (1988) is well cited. Zeithaml (1988) identified customer satisfaction, brand image, service quality and perceived value as the major determinants of brand loyalty. Consequent studies have confirmed the assertions of Zeithaml (1988). For example, Chitty, Ward & Chua (2007) found that customer satisfaction and brand image are major determinants of brand loyalty. Kayaman & Arasli (2007) noted that brand image is a major determinant of brand loyalty. Kandampully & Hu (2007) adds that brand image could influence consumer's value, interest and earn their loyalty. Faullant, Matzler & Fuller (2008) argued that customer satisfaction wields a bigger influence on customers' loyalty than brand image.

In restaurants, Kandampully & Suhartanto (2002) noted that customer satisfaction, brand image, and customer dining experience has a positive impact on restaurant's relationships with customers and consequently, it could inspire brand loyalty. Ryu & Han (2011) revealed that physical environment has an impact on consumer satisfaction and behavioral intention of customers. Ha & Jang (2010) adds that food quality and the physical environment of the service provider has an effect on customer satisfaction and loyalty. Ryu et al. (2012) that Customer's previous dining experience can affect their perception of food quality.

This study examines the influence of Dining experience, Image of the brand, and satisfaction of customers in brand loyalty in fast food eatery.

2.3 Dining Experience and Brand Loyalty

Chan & Lam (2009) defines experience as the information customers acquire from interacting with various features of the environment designed by the service provider. The dining experience in a fast food restaurant can be described as the total activities and features that customer's encounter in the restaurant (Kim & Moon 2009). Andersson & Mossberg (2004) adds that dining experience could influence the customer's future expectations or expected service offering. For example, a male customer that was served a salty food at a restaurant might not return because he assumes that the restaurant's food will be salty.

For the purpose of this study, dining experience will be discussed based on two dimensions: customer previous dining experience and elements of the dining or eating experience.

2.3.1 Previous Dining Experience

A careful analysis of existing literature indicates that there is a significant relationship between previous dining experience and brand loyalty. Particularly, service researchers believe that previous dining experiences could influence customers' perception of a restaurant, word of mouth, and re-patronage decision (Chan & Lam, 2009; Jang, Liu, & Namkung, 2011). Ha & Im (2012) adds that a customer's previous dining experience is associated with the future behavior and attitude of such customer. Furthermore, Jin & Huffman (2012) explains that dining experience is associated with the customer's perception of the restaurant image, revisit intention, and decision to recommend the restaurant to friends and family.

On the other hand, Mattila (2001) notes that dining experience is not enough to inspire brand loyalty. For a restaurant to differentiate their dining experience from competitors, emotional bonding must be attached to the dining experience. Emotional bonding has been found to influence future revisit and purchase intention than a dining experience.

Oliver (1997) recommends that the influence of previous service experience on brand loyalty should be further investigated.

2.3.2 Elements of Dining Experience

Existing studies reveal that the customer's evaluation of dining experiences is based on the quality of food, physical environment or atmosphere and quality of service. Furthermore, customer revisits intention and loyalty to the restaurant have been linked to dining experience (Sha, Lau, Lo, Chow, & Yun, 2007).

Jang & Namkung (2008) explains that food quality, physical environment, and service quality is positively associated with customers revisit intention in restaurants. Consequently, an improvement in this dimension will lead to brand loyalty.

2.3.3 Physical Environment/ Atmosphere

Some studies have emphasized the importance of the physical environment or atmosphere where the customer purchases the product or service experience. Kotler (1973) explains that the place or environment a product is purchased is a major element in a customer's interactions with the product.

Heung and Gu (2012) defines physical environment as the sensible design of space with the aim of improving customer's willingness to buy product or service and also to encourage a desired perception in customers. Reimer & Kuehn (2005) suggests

that the physical environment has a major effect on customer's behavior. Ryu et al. (2012) add that the customer's interaction with the physical environment and services could have a positive effect on customer behavior. Wakefield & Blodgett (1996) contends that an enjoyable atmosphere is vital to the success of a firm. Musinguzi (2010) asserts that the physical environment can influence the customer's evaluation of dining experience. Wu & Liang (2009) adds that a restaurant's physical environment positively influences consumer's satisfaction and dining experience. Pollack (2009) explains that in the service industry, quality environment, and valence is positively associated with a customer's repurchase intention and positive word of mouth.

Furthermore, studies have found that the physical environment has a major effect on human behavior (Mehrabian & Russel, 1974; Russel & Pratt, 1980). Mehrabian & Russel (1974) posits that a person will either have an approach or avoidance psychology to a physical environment. The approach describes when the person positively responds to his environment. For example, a person with an approach psychology loves the environment, desires to stay and be associated with the environment. However, a person with an avoidance psychology responds negatively and dissociates with the environment. For example, such a person dislikes the environment and will avoid such environment.

Also, some studies on the Physical Environment has classified the physical environment into styles, colors, lightings, layouts, furnishing and ambiance (Countryman & Jang 2006; Ha & Jang 2012; Kumar et al. 2010). Han & Ryu (2009) explains that décor and artifact, spatial layout and ambient conditions have a strong effect on a customer's perception of price and quality.

Also, Choi, Heo & Kim (2012) found that physical environment has a positive effect on brand loyalty. Therefore, physical environment can be considered as a determinant of brand loyalty in the service industry.

2.3.4 Food Quality

Several studies have identified food quality as one of the critical components of the customer's dining experience (Namkung and Jang, 2007 and Sulek and Hensley, 2004). Peri (2006) explains that restaurant maintains a reasonable level of food quality in order to meet up with customers' expectations and satisfy customers.

Ha and Jang (2012) defines quality food as a fresh, well presented and delicious meal. Several researchers have identified the determinants of quality of food in restaurants. Qu's (1997) identified varieties on the menu as an essential dimension of food quality. Kivela (1999) contends that the tastiness of food, temperature, variations in the menu and food presentation as key elements of food quality. Namkung and Jang (2007) posits that variation, freshness, taste, and presentation as major determinants of quality food.

The importance of food quality in a restaurant has long gained attention in past studies. Susskind and Chan (2000) explain that food quality is the major criteria customers employ in patronizing a restaurant. Namkung & Jang (2007) asserts that food taste and food presentation are positively associated with customers dining experience. Sulek and Hensley (2004) add that food quality is more important than service quality and physical environment. Tse, Sin, & Yim (2002) reported that restaurants with a quality food stand more chances to attracting more customers. Namkung & Jang (2008) explains that appealing food presentation and tasty food contributes to increased satisfaction of dinners.

Clark and Wood (1999) reported in their study that food quality influences the customer's loyalty to a restaurant. Mattila (2001) confirms that food quality is a prerequisite of customer loyalty. Ha and Jang (2012) adds that consumers who perceive the food to be great are more likely to frequent a restaurant and spread positive word of mouth. Therefore, customers of a restaurant with delicious food, freshness, appropriate temperature and menu varieties will are likely to remain loyal to the restaurant and also engage in spreading positive word of mouth.

2.3.5 Service Quality

Parasuraman, Zeithaml, and Berry (1988) explained that although service quality is difficult to define, the benefits are enormous. Increased market share and a favorable return on investment are part of the strategic benefits of service quality. Therefore, service quality in this context is described as the quality of services provided by restaurants employee and restaurant owners.

Heskett & Schlesinger (1994) identified service quality and customer satisfaction as key elements of profitability of a service firm. Parasuraman, Zeithaml, and Berry (1988) described service quality as the variance between the customers' expectation of a service and the service received. The elements of service quality are reliability, responsiveness, assurance, empathy, and tangibles.

1. Assurance: The trust and confidence of the client, inspired by the restaurant employee knowledge and politeness.
2. Empathy: The restaurant employee ability to understand and share the feelings of the customer.

3. Reliability: The restaurant ability to perform promised service accurately and dependably. It is the most critical factors that the clients expect from the restaurant and regards as important. PZB (1988) identified reliability as the most important factor for US customers based on both direct measures and importance. In the restaurant industry, It is delivering promise which is from the angle of fresh food, hot or warm food and dependable accurately. It is the right food ordered by customers on the first encounter.
4. Responsiveness: Responsiveness is employee's wiliness to help customers and as well as provide prompt services to customers. In respect to restaurants, customers expect the waiter to understand their needs and address them on time.
5. Tangibles: Tangibles are physical traits; they are things that one can feel, see and touch. In respect to a restaurant, customers expect to see, menus, good interiors, chairs and tables, tags showing the name of staffs, neat uniforms, clean environment.

Cronin & Taylor (1992) found that there is a positive relationship between service quality and consumer satisfaction. Additionally, Baker & Crompton (2000) examined the significance of service quality and food quality in the food industry, and the results suggest that customer satisfaction and customer loyalty influences the consumer's perception of service quality and food quality. Furthermore, Jamal & Anastasiadou (2009) examined the impact of the service quality dimensions on loyalty, and the results show a positive relationship between reliability, tangibility and empathy dimensions and customer satisfaction. Ha & Jang (2010) found that

there is a significant relationship between service quality and food quality. Therefore, a restaurant must improve its employee's service quality and food quality to achieve customer satisfaction and customer loyalty. By improving service quality, customer satisfaction is improved, and service failure will decline. More importantly, customers loyalty to the brand is attained (Tesfom & Birch 2011).

The pieces of literature above indicate that customers dining experience are positively connected with the demonstration of brand loyalty. Palmer (2001) explains that a high level of service quality leads to customer satisfaction. Furthermore, customer satisfaction has been established as an antecedent of positive post-purchase behaviors such as loyalty and positive word of mouth (Chow et. al., 2007).

2.4 Restaurant Image and Brand Loyalty

Kapfer (1992) defined a brand image as the customer's interpretation of brand signals. Keller (1993) adds that brand image refers to the customer's intuition; it is a reflection of what things that come to the mind of the consumer when a name comes up in his or her memory.

Wood (2000) revealed that when businesses meet the needs and want of consumers, it encourages brand loyalty and improves brand image. Also, Zeithaml & Bitner (1996) explains that images have the capacity to influence the consumer's opinions of goods and services and also customer perceived image (Keaveney & Hunt, 1992).

The customer's perception of a company influences the performance of the marketing activities of the company negatively or positively. Therefore, it is paramount for a business to have and maintain a positive brand image (Andreassen & Lindestad, 1998). Tepeci (1999) explains that firms would enjoy benefits like an

increased market share and growth rate if they improve their brand image. Additionally, Collins and Lindley (2003) revealed that there is a strong relationship between brand image and customers attitude towards the firm and brand.

Heung, Kwan, and Mok (1996) found a brand image to be a key factor for customer's loyalty in the hotel industry. For example, customers prefer to keep patronizing hotels that have a good brand image. Hotels with high brand image scores inspire trust and positive perceptions in the mind of the customer. Similarly, Back (2005) found that businesses with a positive brand image have the ability to influence customer satisfaction, directly and indirectly, influence how consumers feel about the brand and spread positive word of mouth. Cretu & Brodie (2007) adds that image has an effect on how customers perceive service quality and product. They further explained that firm reputation could positively or negatively influence consumer perception of value and loyalty.

Clients with a positive perception of choice restaurant increase the restaurant chances of being accepted in the market hence reduce any form of risk perceived by the customers (Andreassen & Lindestad, 1998; Kim, Jean, & Hyun, 2012). Ball, Coelho, & Vilares (2006) explain that the brand image of a business influences reliability. Anselmsson, Vestman, and Johansson (2014) contend that brand image determines how consumers perceive price, uniqueness, and the quality of a service or product.

Hsieh & Li (2008) identified a strong significant relationship between brand image and brand loyalty. Ogba and Tan (2009) explained that brand image could positively influence how the customer expresses commitment and loyalty to a particular product or service. For example, in the higher institution, most students get attracted

to the image of a university. The image of the school determines whether they choose a university over other universities. More also, the image of the university still matters on the decision like whether the student already in the school will want to be loyal to the university or choose to transfer at any service failure. Similarly, brand images influence how customer expresses commitment and loyalty in other services such as restaurants, banks, hospital.

2.5 Customer Satisfaction and Brand Loyalty

The number of academic inquiries into consumer satisfaction has grown considerably over the past years. However, these studies often have varying conclusions on the actual determinants of consumer satisfaction (Churchill & Surprenant, 1982).

Im & Ha (2011) describe customer satisfaction as the result of a customer's evaluation of a service and actions taken towards the service as a result of such evaluation. Schiffman and Kanuk (2010) defined customer satisfaction as a customer's perception of an experience meeting his/her desired expectation. Boulding et al., (1993) defined customer satisfaction from a transaction-specific perspective; the consumers' evaluations of a recent purchase experience. For example, a customer buys a bottle of water from a fast food restaurant, the consumer's post-purchase evaluation of the experience is what marketing researchers have tried to understand. What factors will influence the customer's satisfaction? Is it the product, or the service quality? Alternatively, maybe the environment, the price or the value derived. The answers to these questions are important. Halstead & Page (1992) explained that to reduce cognitive dissonance, customers will often attempt to make their dissatisfaction known. Nyer (1999) adds that failure to address the consumer concerns could have serious consequences such as the consumer

dissuading others from patronizing the business. Granbois, & Walters (1994) study explains that customer satisfaction is an antecedent of re-patronage and that it cost less to retain old customers than acquire new customers. Recce (1999) confirms that customer satisfaction leads to a repurchase of goods or services. Consumers must first be satisfied. After which, they consider repurchasing and becoming loyal to the brand.

Churchill & Surprenant (1982) explained that a consumer has an expectation of a product or service if this expectation matches the service given, the consumer is satisfied. If the expectation does not match the service provided, there is dissatisfaction. Therefore, it is important to identify the factors that determine customer satisfaction. Consequently, Product quality, service quality, price, and environment have been identified as major determinants of customer satisfaction (Andaleeb & Conway, 2006; Kuo, Wu, & Deng, 2009; Levesque & McDougall, 1996).

Customer satisfaction in the service industry is more complex than in other sectors. Bitner, Booms & Tetreault (1990) explained that service quality is the customer's perception of the service offered and because of this; several events or service encounters could lead to dissatisfaction. For example, a client that had an unfortunate encounter at the parking lot of the restaurant could associate such experiences with the restaurant. Vukmir (2006) studied customer satisfaction in the medical field; the results showed that timing, quality of caring, communication, and empathy had a strong impact on satisfaction. Levesque & McDougall (1996) investigated the determinants of customer satisfaction in the retail bank sector. Service quality, service features, service problems, service recovery and the products used were

found to have a significant impact on customer satisfaction. Customer satisfaction directly influences trust, emotional attachment, and delight (Dagger, Elliot & Bowden-Everson 2013). For firms or businesses to acquire committed and loyal customers, they must first satisfy customers by meeting or exceeding their desired expectation (Marhn, Oneil, Hubbard and Palmer 2008).

The various scholars also confirmed that customer satisfaction has a great influence on brand loyalty (Baumann 2012, Ryu 2012, and Santouridis and Trivellas 2010). On the other hand, Yanamandram & White (2006) argues that the clients do not need to be satisfied to be loyal customers, in their observations, dissatisfied customers stick with the same service providers that failed them. Ball (2006); Curasi & Kennedy (2002) mentions that satisfied customers do not always stick to a service provider. Jani and Han (2011) revealed in their findings that customer satisfaction as no influence on customer loyalty rather it impacts customer trust. Sorinao (2002) mentioned that although customer satisfaction is a precursor of loyalty, it is not a guarantee for repeated purchase.

From the stated review on customer satisfaction, it is evident that although customer satisfaction does not guarantee customers' loyalty. However, it is clear that customer satisfaction is an antecedent of brand loyalty. Therefore, several studies assert that there is a connection between customer satisfaction and brand loyalty (Bearden and Teel, 1983; Jones et al., 1995; Szymanski and Henard, 2001).

2.6 Proposed Model

Based on the reviews, dining experience, restaurant brand image, and customer satisfaction are adopted as the determinants of brand loyalty in restaurants. For the

purpose of understanding the relationship, a model is adopted from the research of Otengei, Changha, Kasekende & Ntayi (2014). The model expects the three bases of brand loyalty as revealed in the literature review (dining experience, customer satisfaction, and restaurant image) to influence brand loyalty.

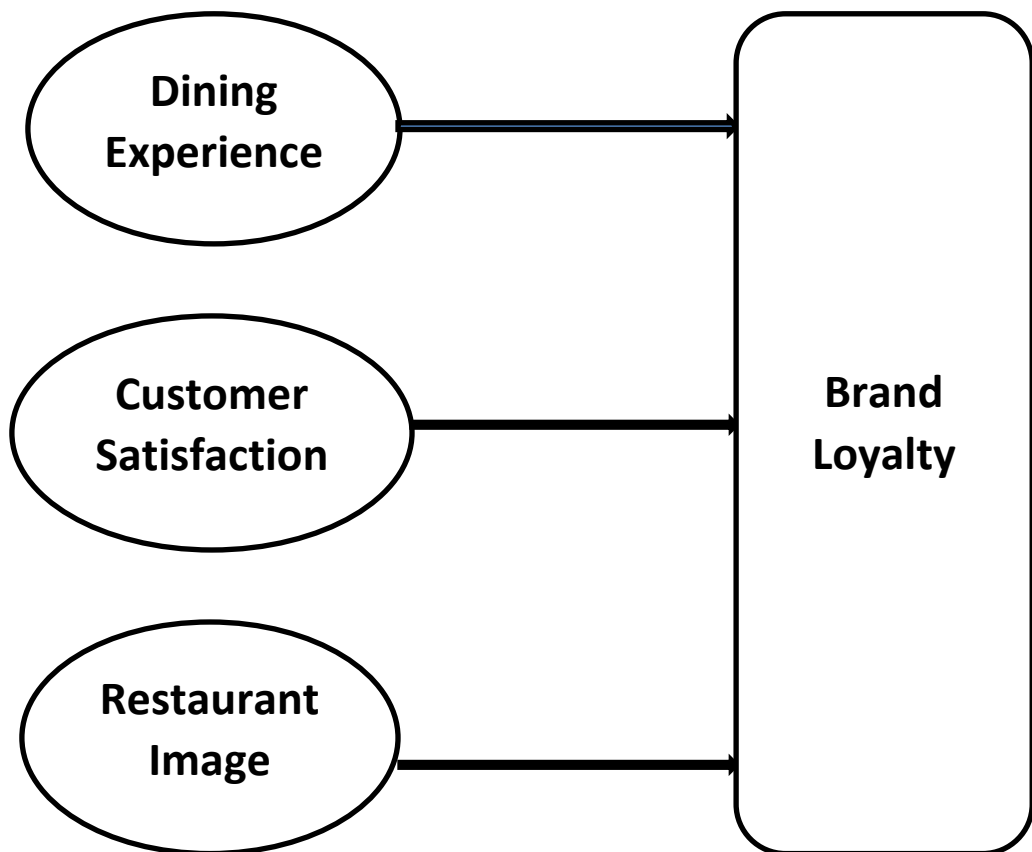


Figure 1: Model for the determinant of brand loyalty in restaurants. Otengei, Changha, Kasekende and Ntayi (2014)

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides detailed information on the research method used in this study and the framework of research design. Information on population and samples utilized for the research study is provided alongside a detailed explanation of how the questionnaire is developed.

For this research, some quantitative analysis methods are adopted to examine the determinant of brand loyalty in Johnny Rocket and Burger City in North Cyprus. Keyton (2006) described quantitative research method as a way of representing data in figures while Hoepfl (1997) defined quantitative analysis as one that uses measurement and experiment to test assumptions³. The tools to be used for measuring the study are reliability analysis, descriptive, T-test, Analysis of variance (ANOVA) and regression analysis. A reliability analysis is a statistical assessment used for describing the accuracy and how reliable an item is⁴. This statistical assessment uses multiple Likert questions that form a scale in a given questionnaire. In this study, reliability analysis will be carried out on the questionnaire. It ranges from one to five (1-5) 1 represent strongly disagree, 2 represent disagree, 3 represents neutral, 4 represent agree, 5 represent strongly agree. Steiner 2003, Alpha Cronbach must not be above 0.90 so as not to be termed useless or give a reason for

³ See Bogdan and Biklen 1998 and Oja 1983 for the importance of descriptive statistics

⁴ Golafshani (2003) emphasized that it is important to assess reliability and validity in research.

data replication. Also, according to the statistical fact, the amount of Cornbrash's alpha should be more than 0.6, See Nunnally, J. C. (1978).

Gravetter & Wallnau (2016) described ANOVA test as the difference between two or more mean using a statistical procedure. Anova explains the degree to which different variables differ and also state which Mean is statistically different from another. Therefore, ANOVA alongside T-test will be used to tell the significant difference among means.

Navarro & Maldonado (2007) described regression analysis as an analysis that seeks to define how much an exact factor influences the dependent variable⁵. Similarly, Suresh (2015: 241p) described the term regression analysis as a statistical measure that attempts to find the strength that exists between a dependent variable and several variables that are prone to changes. So, therefore, regression analysis will be used to determine the strength and relationship that exist between brand loyalty in Johnny Rocket and Burger City and other changing variables like dining experience, restaurant image, and customer satisfaction. This analysis will reveal how a change in any of the variables (dining experience, restaurant image, and customer satisfaction) will determine brand loyalty in the limited-service restaurant (fast food restaurant).

The assumptions to be used in analyzing the study are based on our first hypothesis (There is a statistical significance difference in male and female customers based on the proposed determinant of brand loyalty in fast food restaurants.). Second

⁵ Seber & Lee (2012) described the aim of regression analysis as "a construct mathematical model which describes or explain the relationship that exists between variables" (p 2).

hypothesis (There is a statistical significance difference in the customer's age groups based on the proposed determinant of brand loyalty in fast food restaurant.). Third hypothesis (Dining experience positively influences brand loyalty in fast food restaurant.). Fourth hypothesis (Restaurant Image positively influences brand loyalty in fast food restaurant.). And finally the fifth hypothesis (Customer Satisfaction positively influence brand loyalty in fast food restaurant).

3.2 Research Design

The study uses Johnny Rocket and Burger City as a case study for the purpose of examining the determinant of brand loyalty in fast food restaurant. Yin (2003) recommends case study research because it is suitable for studies that focus on examining an occurrence in a context. He further explained that multiple case studies are useful tools for accuracy in research result and respondent responses cannot be manipulated.

3.3 Sample and Data Collection

The study was carried out in Famagusta, North Cyprus. The questionnaires were administered to students of Eastern Mediterranean University (EMU), customers of Johnny Rocket and Burger City. The student of EMU was selected as part of the sample for the study because students are the regular customer of the fast food restaurant chosen for this research. Johnny rocket and burger city were selected because the international students, tourist, and other residents of who regularly use them are well accustomed to the menu of this restaurant.

Primary data were used through a questionnaire to gather information from the participant. The questionnaire was designed using a Likert scale, 200 respondents got selected according to convenience and proximity to the researcher. Participants were

assured that their response is anonymous. Therefore, Convenience sampling technique was used as sampling approach (Altinay and Paraskevas, 2008).

The total numbers of the questionnaire filled and returned are a hundred and ninety-three (193) out of 200 questionnaires shared. The survey contained thirty-seven (37) questions, divided into two (2) sections; the first section contained demographic information's and the second section was split into four (4) categories. The questions were presented on a 5 point Likert scale ranging from 5-strongly agree to 1= strongly disagree.

3.4 Questionnaire Development

The Demographic information consists of participant gender, age, marital status, nationality, occupation, job status, monthly income, education level, favorite fast food restaurant and how often they visit this fast food restaurant in a week. All of these factors will help us understand and give clear explanations to participant choices of response.

The brand loyalty questions present in the questionnaire were adapted from Jones and Taylor (2007). The survey had a total number of seven questions. Question one says I will recommend this restaurant to someone who seeks my advice, other question such as price does not matter in my decision to remain with this restaurant; I am likely to pay more for the service of this restaurant, etc. were all present in the survey. According to Jones and Taylor, the questions were organized based on behavioral, cognitive and attitudinal loyalty dimensions. More also, the questions had an attached five Likert scale ranging from 1 representing strongly disagree to 5 representing strongly agree.

The customer dining experience was subdivided into previous dining experience and elements of dining experience such as physical environment or atmosphere, food quality, and quality service. There were a total number of nine questions, four of the items measures physical environments. Four issues measure service quality, and one question measures food quality. Examples are "the food was fresh," "the restaurant had an attractive interior design and color," "and I received care and individualized attention" etc. all questions were adopted from Ryu (2012), Lloyd and Luk (2011) and Han and Jani (2011). Additionally, all the issues ranged from 1=strongly disagree to 5= strongly agree.

Questions used for restaurant image in the questionnaire were adapted from Turkyilmaz and Ozkan (2007). It had a total of six questions with questions asking respondent if the restaurant had an excellent reputation compared to other eateries and if the restaurant offers better food compared to other restaurants around. The measurement of responses is strongly agreed to disagree strongly.

Customer satisfaction has a total number of five questions. Questions like customer delighted with the services at the restaurant, does the restaurant services met customer expectation, etc. all questions from this section were adopted from Hume and Mort (2010), Jani and Han (2011). The measurement of responses ranged from 1= strongly disagree to 5= strongly agree.

3.5 Data Analysis

To examine the determinants of brand loyalty in fast food restaurant, SPSS was used to carry out the statistical analysis. One of such analysis is the T-test, which used the gender variable to test the first hypothesis stating "There is a significant difference in

male and female customers based on the proposed determinant of brand loyalty in fast food restaurants.” One way ANOVA test was conducted through the SPSS to examine the second hypothesis that states that “There is a significant statistical difference in the customer's age group based on the proposed determinant of brand loyalty in fast food restaurant.” Lastly, regression analysis was conducted through SPSS to test the third, fourth and fifth hypothesis. Which states that “Dining experience positively influences brand loyalty in fast food restaurant,” “Restaurant Image positively influence brand loyalty in fast food restaurant,” and “Customer Satisfaction positively influences brand loyalty in fast food restaurant.”

Chapter 4

EMPIRICAL RESULTS

4.1 Descriptive Statistics

Descriptive and other statistical methods were used to analyze the factors outlined as determinants of brand loyalty in fast food restaurants in North Cyprus. Descriptive statistics in research help summarize information into meaningful data and serves as a useful tool for policy implication and decision making (Sekaran, 2006).

According to the demographic table 1, one hundred and ninety-six (196) people responded to ten (10) demographic questions, the percentage of responses differs according to the question giving more weight to issues with high percentage.

Following the descriptive statistics Table 2, one hundred and ninety-three (193) participants answered twenty-seven (27) questions. The mean score of some items in the brand loyalty, dining experience, restaurant images, and customer satisfaction sections are greater than other issues in the various parts (making the questions with greater mean more significant). The higher the average score of a question the more important the question is compared to other question.

4.1.1 Demographic Information

Table 1: Demographic Information

Variable	Frequency of Respondent	Percentage
Gender		
Male	101	52.3

Female	92	47.7
Age		
16-27	146	75.6
28-37	33	17.1
38-47	13	6.7
48 and above	1	.5
Marital Status		
Single	156	80.8
Married	33	17.1
Divorced	4	2.1
Nationality		
Turkish Cypriot	41	21.2
Turkish	36	18.7
Iranian	14	7.3
African	60	31.1
Middle East	28	14.5
Former USSR	1	.5
European	13	6.7
Occupation		
Student	155	80.3
Civil servant	10	5.2
Own business	24	12.4
Private Sector	4	2.1
Job Status		
Full time	57	29.5
Part time	23	11.9
Unemployed	113	58.9
Monthly Income (TL)		
1000	138	71.5
1001-1999	19	9.8
2000-2999	28	14.5
3000 and above	8	4.1
Education Level		
Secondary/High school	4	2.1
University	170	88.1
Postgraduate	19	9.8
Loyal Restaurant		
Johnny Rocket	46	23.8
Burger City	53	27.5
Others	94	48.7
Visitation		
1-2	93	48.2

2-3	58	30.1
4-5	27	14.0
More than six times	15	7.8

According to the demographic Table, Majority of the participant are male at 52.3 percent, and minorities were females at approximately 48 percent. The majority of respondent are between the ages of 16-27 years old at 75.6 percent, 17.1 percent fell between ages of 28-37 years old, 6.7 percent are between the ages of 38-47 years old and the least number of participant falls between the ages of 48 and above at approximately 1 percent. More of the participants are single at 80.8 percent, 17.1 percent of the respondent are married, and very few of the participant are divorced at approximately 2 percent. Out of seven nationalities, 31.1 percent respondent are Africans, 21.2 percent are Turkish Cypriot, 18.7 percent respondent are Turkish by nationality, 14.5 respondent are from the Middle East, 7.3 percent are Iranians, 6.7 percent are Europeans, and .5 percent are from the former USSR.

80.3 percent of the respondent are students, 12.4 owned a business, and 5.2 percent are a civil servant, 2.1 worked for the private sector. Majorities of the participant are unemployed at 58.9 percent, and minority worked part time at 11.9 percent. 71.5 percent earned 1000tl monthly income and 4.1 percent earned above 3000tl. The majority (88.1 percent) of the participant had a university educational level, and minority (2.1 percent) had a secondary/high school educational attainment. 48.7 percent are loyal to other fast food restaurants, 27.5 are loyal to Burger City, and 23.8 percent are loyal to Johnny Rocket. A majority (48.2) of the respondent visit the fast food restaurant they are loyal to 1-2 time in a week, and minority (7.8 percent) visit more than six times a week.

4.1.2 Descriptive Statistics

Table 2: Descriptive Statistics

Question	N	Minimum	Maximum	Mean	Standard Deviation
Brand Loyalty					
1. I will recommend this restaurant to anyone who seeks my advice	193	1	5	3.79	.983
2. I encourage friends to use this restaurant.	193	1	5	3.80	.914
3. I am likely to pay a more for the services at this restaurant	193	1	5	3.26	1.166
4. Whenever I eat out, I will be coming to this restaurant.	193	1	5	3.46	1.056
5. Price does not matter in my choice to remain with this restaurant.	193	1	5	3.05	1.232
6. I may sometimes go to another restaurant that offers similar services.	193	1	5	3.53	1.071
7. I will speak positively about this restaurant to	193	1	5	3.84	1.051

other people					
Source: Jones and Taylor (2007)					
Dining Experience					
1. Restaurant table layout allowed me to move freely.	193	1	5	3.66	.993
2. Service personnel was neat and well dressed.	193	1	5	3.65	.973
3. The dining area including cutlery was clean and safe.	193	1	5	3.76	.985
4. I received care and individualized attention.	193	1	5	3.65	.963
5. The food was fresh	193	1	5	3.78	.954
6. Access to this restaurant is easy	193	1	5	3.64	.991
7. There is a good range of price for any visitant to afford.	193	1	5	3.62	.973
8. The restaurant has an attractive interior design and color	193	1	5	3.51	.990
9. The service personnel					

displayed passion for their job Source: Ryu et al. (2012), Lloyd and Luk (2011) and Han and Jan (2011)	193				
Restaurant Image					
1. This fast food restaurant is innovative	193	1	5	3.36	1.001
2. dining at this restaurant is prestigious.	193	1	5	3.37	.998
3. I feel this restaurant meets my needs.	193	1	5	3.60	.980
4. The staff of this restaurant is professional.	193	1	5	3.58	.887
5. This restaurant has an excellent reputation.	193	1	5	3.62	.951
6. This restaurant offers good food compared to another restaurant around	193	1	5	3.65	.979
Source: Turkyilmaz and Ozkan (2007)					
Customer-Satisfaction	193	1	5	3.80	.927
1. I am delighted with the services in this restaurant.					
2. I think that choosing this	193	1	5	3.80	.905

restaurant was a wise choice.					
3. This restaurants service met my expectations.	193	1	5	3.84	.840
4. I am happy with the dining experience at this restaurant.	193	1	33	4.10	2.247
5. I am satisfied with my dining experience at this restaurant.	193	1	5	3.96	.880
Source: Hume and Mort (2010), Jani and Han (2011)					

The descriptive statistics table above shows the mean score, the minimum, maximum and standard deviation of each question in the questionnaire. In the chart above, the most important question compared to other question is overall; I am happy with the dining experience at this restaurant (4.10). While the least important question is price does not matter in my decision to remain with this restaurant, with a 3.05 mean score among 193 respondents. Additionally, other significant issues are as follows:

I am satisfied with my dining experience at this fast food restaurant (3.96), The food was fresh (3.87), I will speak positively about this restaurant to other people (3.84), and This restaurant offers better food compared to other restaurants (3.65).

4.2 Reliability Analysis

For the purpose of the study, a reliability test was computed on all items in the questionnaire with the aid of SPSS in order to show how reliable the questions are. The reliability analysis in the table below indicates that the twenty-seven (27) items

used for the survey have a high level of reliability of 0.898 which is greater than 0.6. The result of the reliability analysis is in accordance to Nunnally (1978) theory which states that the Cronbach Alpha should be more than 0.6 to be reliable.

4.2.1 Reliability Analysis

Table 3: Reliability Analysis

Cronbach's Alpha	N of Items
.898	27

4.3 Individual Reliability Analysis

The analysis helps with decreasing data to a controllable level and detects a paradigm in data (Field, 2005). The table below displays the commonalities of each question used in the questionnaire which can be seen in the following chart.

Extraction of questions was used based on Kaiser- Meyer Olikim (KMO) and Bartlette 1954 sampling adequacy test measurement. 0.50 And below= reject, 0.50= low, 0.60= average, 0.70= medium, 0.80= very good, 0.90= excellent. Based on this assessment, questions with commonalities of approximately 0.50 upward were accepted. Hence all items were used for all analysis for the purpose of this study because literature approves and suggest those factors less than 0.5 should be dropped.

4.3.1 No of Items

Table 4: Individual Reliability Analysis

No	Questions	Cronbach's Alpha
----	-----------	------------------

	Brand Loyalty	
1.	I will recommend this restaurant to someone who seeks my advice	.673
2.	I will encourage friends to use this restaurant.	.651
3.	I am likely to pay a little bit more for the services at this restaurant	.523
4.	Whenever I need to eat out, I will be coming to this restaurant.	.612
5.	Price does not matter in my decision to remain with this restaurant	.596
6.	I may sometimes go to another restaurant that offers similar services.	.592
7.	I will speak positively about this restaurant to other people	
	Dining Experience	
8.	Restaurant table layout allows me to move around freely	.576
9.	Service personnel was neat and well dressed.	.723
10.	The dining area including cutlery was clean and safe.	.656
11.	I received care and individualized attention.	.571
12.	The food was fresh.	.640
13.	Access to this restaurant is easy.	.561
14.	There is a good range of price for any guest to afford.	.496
15.	The restaurant has an attractive interior design and color.	.520
16.	The service personnel showed passion for their job	.577

	Restaurant Image	
17.	This restaurant is innovative and always looking forward.	.623
18.	Dining at this restaurant is prestigious.	.578
19.		.635
20.	I feel this restaurant meets my needs.	.646
21.	The staffs of this restaurant are professional.	.631
22.	This restaurant has an excellent reputation.	.599
	This restaurant offers good food compared to another restaurant around.	
	Customer Satisfaction	
23.	I am delighted with the services at this restaurant.	.683
24.	I think that choosing this restaurant was a wise choice.	.633
25.	This restaurants service met my expectations.	.671
26.	I am happy with the dining experience at this restaurant.	.572
27.	I am satisfied with my dining experience at this restaurant.	.547

4.4 T-Test Analyses

T-test statistical method is preferred and mostly used for variables that have two groups. Gender variable is divided into two groups namely male and female, making it a suitable variable for the t-test. The aim of performing a t-test is to find a meaningful but significant relationship between gender and the proposed

determinants of brand loyalty in fast food restaurants (Brand loyalty, Dining experience, Restaurant image and Customer satisfaction).

4.4.1 T-test Table

Table 5: T-test Table

T-test						
No	Questions	Gender	Mean	N	T	Sig
1.	I will recommend this restaurant to someone who seeks my advice	Male	3.68	101	1.629	.105
		Female	3.91	92		
2	I will encourage friends to use this fast food restaurant	Male	3.79	101	.175	.861
		Female	3.82	92		
3	I am likely to pay more for the services at this restaurant.	Male	3.21	101	.638	.525
		Female	3.32	92		
4.	Whenever I need to eat out, I will be coming to this restaurant.	Male	3.33	101	1.881	.062
		Female	3.61	92		
5	Price does not matter in my decision to remain in this restaurant	Male	2.98	101	.845	.399
		Female	3.13	92		
6	I may sometimes go to another restaurant that offers similar services	Male	3.78	101	.352	.725
		Female	3.90	92		
7	I speak positively about this restaurant to other people	Male	3.78	101	.792	.430
		Female	3.90	92		
8	Restaurant table layout allows me to move around freely	Male	3.54	101	1.671	.096
		Female	3.78	92		
9	Service personnel were neat and well dressed	Male	3.43	101	3.496	.001
		Female	3.90	92		
10	The dining area including cutlery was clean and safe.	Male	3.63	101	1.811	.072
		Female	3.89	91		
11	I received care and individualized attention	Male	3.56	101	1.261	.209
		Female	3.74	92		
12.	The food was fresh.	Male	3.79	101	1.106	.270
		Female	3.95	92		
13	Access to this restaurant is easy.	Male	3.68	101	1.518	.131
		Female	3.89	92		
14	There is a good range of price for any guest to afford	Male	3.50	101	2.108	.036
		Female	3.79	92		
15	The restaurant has an attractive interior design and color.	Male	3.46	101	2.443	.015
		Female	3.79	92		
16	The service personnel showed passion for their job.	Male	3.43	101	1.284	.201
		Female	3.61	92		
17	This restaurant is innovative and	Male	3.26	101	1.460	.146

	always looking forward	Female	3.47	92		
18	Dinning at this restaurant is prestigious	Male	3.20	101	2.591	.010
		Female	3.57	92		
19	I feel this restaurant meets my needs	Male	3.48	101	1.881	.061
		Female	3.74	92		
20	The staff of this restaurant are professional	Male	3.44	101	2.338	.020
		Female	3.73	92		
21	This restaurant has an excellent reputation	Male	3.55	101	.951	.343
		Female	3.68	92		
22	This restaurant offers better food compared to another restaurant around	Male	3.61	101	.502	.616
		Female	3.68	92		
23	I am delighted with the services at this restaurant	Male	3.71	101	1.338	.183
		Female	3.89	92		
24	choosing this restaurant was a wise choice	Male	3.67	101	2.034	.043
		Female	3.93	92		
25	This fast food restaurant service met my expectations.	Male	3.83	101	.223	.824
		Female	3.86	92		
26	Overall, I am happy with the dining experience at this restaurant.	Male	3.90	101	1.281	.202
		Female	4.32	92		
27	I am satisfied with my dining experience at this restaurant.	Male	3.96	101	.055	.956
		Female	3.97	92		

The variables are significant at $p < 0.05$ level

The T-test table above shows the result of the T-test after being run with an SPSS application. It brought to light five (5) situations at which male and female participant responded differently. The T-test table shows that male and female participant have a different point of view about Service personnel were neat and well dressed (Male mean= 3.43, Female Mean= 3.90, $t= 3.496$, $P=.001$). The variability in responses of both male and females are significantly different, and there is a statistical difference between the mean of male and the average for female. Based on the gender, participant responses differs on their judgment of there is a good range of price for any guest to afford (Male mean= 3.50, female mean= 3.79, $t= 2.108$, $P=$

.036). The variability in male and female responses is significantly different; also there is a statistical difference between the mean of male and female. The restaurant has an attractive interior design and color (Male mean= 3.46, female mean= 3.79, $t=2.443$, $P= .015$) the response variability in male and female is significantly different, and there is a statistical difference between the mean of female and male. The staff of this restaurant are professional (Male mean= 3.44, Female mean= 3.73, $t=2.338$, $P= .020$) the variability in the response of male and female participant is significantly different, and there is a statistical difference between the mean for female and the average for a male. "Choosing this restaurant was a wise choice" (Mean for male= 3.67, Mean for female= 3.93, $t=2.034$, $P= .043$). The variability in response in both and female is significantly different, and there is a statistical difference between the mean for female and the average for the male.

4.5 ANOVA Analysis

Analysis of variance (ANOVA) is used for variables that have more than two groups. In the demographic section of the questionnaire, questions like marital status, job status, and which loyal restaurant had three groups. Age, visitation, education level, income, and occupation were made up of 4 groups while nationality comprises of seven groups.

In other to find the determinant of brand loyalty in fast food restaurant, Age which consists of four groups is used to examine the significant difference in participant responses. Age is used as the variable for measurement because it will help in understanding participant value differences and value preference. More also it is an important tool used by companies to improve segmentation, promotion and product positioning (Shoham, Florenthal, Rose & Kropp, 1998).

4.5.1 ANOVA TABLE

Table 6: ANOVA Table

Anova						
No	Question	Age	N	Mean	F	Sig.
1	Brand Loyalty I will recommend this restaurant to someone who seeks my advice.	16-27	146	3.71	2.677	.048
		28-37	33	3.91		
		38-47	13	4.38		
		Above 48	1	5.00		
		Total	193	3.79		
2	I will encourage friends to use this restaurant.	16-27	146	3.73	2.147	.096
		28-37	33	3.94		
		38-47	13	4.23		
		Above 48	1	5.00		
		Total	193	3.80		
3	I am likely to pay a little bit more for the services at this restaurant.	16-27	146	3.20	1.154	.329
		28-37	33	3.39		
		38-47	13	3.46		
		Above 48	1	5.00		
		Total	193	3.26		
4	Whenever I need to eat out, I will be coming to this restaurant	16-27	146	3.35	2.864	.038
		28-37	33	3.73		
		38-47	13	3.92		
		Above 48	1	5.00		
		Total	193	3.46		
5	Price does not matter in my decision to remain with this restaurant.	16-27	146	2.91	3.342	.020
		28-37	33	3.39		
		38-47	13	3.62		
		Above 48	1	5.00		
		Total	193	3.05		
6	I may sometimes go to another restaurant that offers similar services.	16-27	146	3.40	3.378	.019
		28-37	33	3.85		
		38-47	13	4.15		
		Above 48	1	4.00		
		Total	193	3.53		
7	I will speak positively about this restaurant to other people.	16-27	146	3.79	.512	.674
		28-37	33	3.97		
		38-47	13	4.08		
		Above 48	1	4.00		
		Total	193	3.79		

		Total	193	3.84		
8	Dining experience Restaurant table layout allowed me to move around freely.	16-27	146	3.62	.483	.695
		28-37	33	3.73		
		38-47	13	3.92		
		Above 48	1	4.00		
		Total	193	3.66		
9	Service personnel was neat and well dressed.	16-27	146	3.56	1.807	.147
		28-37	33	3.91		
		38-47	13	4.00		
		Above 48	1	4.00		
		Total	193	3.65		
10	The dining area including cutlery was clean and safe.	16-27	146	3.68	1.071	.362
		28-37	33	3.97		
		38-47	13	4.00		
		Above 48	1	4.00		
		Total	193	3.76		
11	I received care and individualized attention.	16-27	146	3.58	1.139	.334
		28-37	33	3.88		
		38-47	13	3.85		
		Above 48	1	4.00		
		Total	193	3.65		
12	The food was fresh.	16-27	146	3.79	1.218	.305
		28-37	33	4.03		
		38-47	13	4.23		
		Above 48	1	4.00		
		Total	193	3.87		
13	Access to this restaurant is easy.	16-27	146	3.80	.385	.764
		28-37	33	3.64		
		38-47	13	3.92		
		Above 48	1	4.00		
		Total	193	3.78		
14	There is a good range of price for any guest to afford.	16-27	146	3.61	.670	.571
		28-37	33	3.61		
		38-47	13	4.00		
		Above 48	1	4.00		
		Total	193	3.64		
15	The restaurant has an attractive interior design and color	16-27	146	3.53	1.710	.166
		28-37	33	3.88		
		38-47	13	3.92		
		Above 48	1	4.00		

		48				
		Total	193	3.62		
16	The service personnel showed passion for their job.	16-27	146	3.52	.103	.958
		28-37	33	3.52		
		38-47	13	3.46		
		Above 48	1	3.00		
		Total	193	3.51		
17	Restaurant Image This restaurant is innovative and always looking forward.	16-27	146	3.29	.889	.448
		28-37	33	3.52		
		38-47	13	3.62		
		Above 48	1	4.00		
		Total	193	3.36		
18	Dinning at this restaurant is prestigious.	16-27	146	3.30	1.722	.164
		28-37	33	3.73		
		38-47	13	3.31		
		Above 48	1	3.00		
		Total	193	3.36		
19	I feel this restaurant meets my needs.	16-27	146	3.55	.918	.433
		28-37	33	3.73		
		38-47	13	3.31		
		Above 48	1	3.00		
		Total	193	3.37		
20	The staffs of this restaurant are professional.	16-27	146	3.55	.377	.770
		28-37	33	3.70		
		38-47	13	3.54		
		Above 48	1	3.00		
		Total	193	3.58		
21	This restaurant has an excellent reputation.	16-27	146	3.55	1.213	.306
		28-37	33	3.88		
		38-47	13	3.69		
		Above 48	1	3.00		
		Total	193	3.62		
22	This restaurant offers better food compared to another restaurant around.	16-27	146	3.61	.558	.643
		28-37	33	3.82		
		38-47	13	3.69		
		Above 48	1	3.00		
		Total	193	3.65		
23	Customer Satisfaction I am delighted with the services at this	16-27	146	3.72	1.540	.206
		28-37	33	4.00		
		38-47	13	4.15		
		Above 48	1	4.00		

	restaurant.	48				
		Total	193	3.80		
24	I think that choosing this restaurant was a wise choice.	16-27	146	3.68	3.286	.022
		28-37	33	4.12		
		38-47	13	4.23		
		Above 48	1	4.00		
		Total	193	3.80		
25	This restaurants service met my expectations.	16-27	146	3.78	1.464	.226
		28-37	33	3.97		
		38-47	13	4.23		
		Above 48	1	4.00		
		Total	193	3.84		
26	Overall, I am happy with the dining experience at this restaurant.	16-27	146	4.12	.014	.998
		28-37	33	4.03		
		38-47	13	4.08		
		Above 48	1	4.00		
		Total	193	4.10		
27	I am satisfied with my dining experience at this restaurant.	16-27	143	3.91	.727	.537
		28-37	33	4.12		
		38-47	13	4.15		
		Above 48	1	4.00		
		Total	193	3.96		

Variables are significant at $p < 0.05$ level

Anova table displays the result of a one-way analysis of variance based on four groups of ages. The report shows five (5) significant differences between the Participant age groups with the variable study questions; the result is as follows:

For the question, I will recommend this restaurant to someone who seeks my advice a significant difference was found within the mean of the age groups ($F= 2.677$, $P=.048$, $\eta^2=2.52$). “Price does not matter in my decision to remain in this restaurant” A statistical difference in the mean response of the age groups was found ($F= 3.342$, $P=.020$, $\eta^2= 4.89$). “I may sometimes go to another restaurant that offers similar

services” There’s a statistical difference in the mean responses of the age groups (F= 3.378, P= .019, %5=3.73). “I think that choosing this restaurant was a wise choice” (F= 3.286, P= .022, %5= 2.59) and “whenever I will like to eat out I will be coming to this restaurant” (F=2.864, P=.038, %5=3.10). It is also important to note that significant differences occurred more frequently in the age group 38-47.

4.6 Regression Analysis

Regression Analysis was performed through SPSS to test our hypothesis and to determine if the research independent variable (Dining Experience, Restaurant Image, and Customer Satisfaction) influences the dependent variable (Brand Loyalty) as shown in Table below. Our regression model for the study is:

$$BL = \alpha + \beta_1 DE + \beta_2 RI + \beta_3 CS + \varepsilon$$

Where: BL= Brand Loyalty, DE= Dining Experience, RI= Restaurant Image, CS= Customer Satisfaction, α = constant term, β_1 , β_2 , β_3 , β_4 , and β_5 are Predictors coefficients, and ε is error term.

4.61 Regression Model Summary

Table 7: Regression Model Summary

Dependent variable	Brand Loyalty					
	Beta	t-stat	p-value	f-stat	Sig.	R- square
Dining Experience	.228	3.340	.001	18.288	.000	.225
Restaurant Image	.269	3.537	.001			
Customer Satisfaction	.122	1.672	.096			

Out of the three predictors, two namely dining experience and restaurant image were found to influence brand loyalty statistically. More also, the analysis shows that customer satisfaction has less influence brand loyalty. The T-statistic test conducted shows:

A positive relationship was found between BL and DE; this means that when dining experience improves by 1 unit, brand loyalty increases by 22.8%. $\beta = .228$, $t = 3.340$, $p < .001$

Brand loyalty and restaurant image are positively related to each other, and a change of 1 unit in restaurant image will affect the brand loyalty by nearly 27%. $\beta = .269$, $t = 3.537$, $p < .001$

However, Customer satisfaction and brand loyalty significance is greater than 5% hence it has a significant effect at 10 % ($\beta = .122$, $t = 1.672$, $p > .005$). Briefly, the dining experience, restaurant image, and customer satisfaction have significant positive impact on Brand loyalty.

The R² gave a ratio of .225 which means that the variation in brand loyalty explains about approximately 23% of the changes in the effect of the dining experience, restaurant image, and customer satisfaction. The result also shows that 77.5 % of the changes in brand loyalty can be explained by other factors not included in the study.

In addition, The F-statistics results shows: $F = 18.288$, $p < .001$. thus, the model was found to be statistically significant for this research at 1%.

Chapter 5

DISCUSSION OF EMPIRICAL RESULTS AND CONCLUSION

5.1 Discussion

All discussion in this section is from the research hypotheses which will be explained using the empirical findings.

5.1.1 Hypothesis 1

The study required testing if "there is a statistical significant difference in male and female customers based on the proposed determinant of brand loyalty in fast food restaurant."

T-Test

NO	Questions	Gender	Mean	N	T	Sig
1.	Service personnel was neat and well dressed.	Male	3.43	101	3.496	.001
		Female	3.90	92		
2.	There is a good range of price for any guest to afford.	Male	3.50	101	2.108	.036
		Female	3.79	92		
3.	The restaurant has an attractive interior design and color.	Male	3.46	101	2.443	.015
		Female	3.79	92		
4.	The staff of this restaurant is professional.	Male	3.44	101	2.338	.020
		Female	3.73	92		
5.	Choosing this restaurant was a wise choice.	Male	3.67	101	2.034	.043
		Female	3.93	92		

The T-test result is significant at 0.05. Hence questions that had a significant difference at about 0.05 and below 0.05 were termed significant. Following the T-Test displayed above, there are five (5) situations at which male and female customers responses were significantly different. Hence, there is a statistical significant difference in customers based on their gender with relation to the proposed determinant of brand loyalty in fast food restaurant.

5.1.2 Hypothesis 2

The second research hypothesis suggests that "there is a statistical significant difference among the customer age groups based on the proposed determinant of brand loyalty in fast food restaurant."

ANOVA Table

No	Question	Age	N	Mean	F	Sig
1.	I will recommend this restaurant to someone that seeks my advice.	16-27	146	3.71	2.677	.048
		28-37	33	3.91		
		38-47	13	4.38		
		Above48	1	5.00		
2.	Whenever I need to eat out, I will be coming to this restaurant.	16-27	146	3.35	2.864	.038
		28-37	33	3.73		
		38-47	13	3.92		
		Above48	1	5.00		
3.	Price does not matter in my decision to remain in this restaurant.	16-27	146	2.91	3.342	.020
		28-37	33	3.39		
		38-47	13	3.62		
		Above48	1	5.00		
4.	I may sometimes go to another restaurant that offers similar services.	16-27	146	3.40	3.378	.019
		28-37	33	3.85		
		38-47	13	4.15		
		Above48	1	4.00		
5.	I think that choosing this restaurant was a wise choice.	16-27	146	3.68	3.286	.022
		28-37	33	4.12		
		38-47	13	4.23		
		Above48	1	4.00		

The one ANOVA test is significant at 0.05; hence questions with the significance of 0.05 and below 0.05 were termed to be significantly different. According to the table displayed above, opinions of customers in the age groups listed above are significantly different from one another. The five unusual situations examined shows that there is a significant difference between the age group of customers based on the proposed determinant of Brand Loyalty.

5.1.3 Hypothesis 3

The Study attempts to examine if "Dining experience positively influences brand loyalty in fast food restaurant."

Dependent variable	Brand Loyalty					
	Beta	t-stat	p-value	f-stat	Sig.	R- square
Dining Experience	.228	3.340	.001	18.288	.000	.225

The regression analysis shows that when dining experience improves by 1 unit, brand loyalty increases by 22.8%. The t- statistics and the p- value also shows that dining experience has a significant impact on brand loyalty. Therefore the study agrees that dining experience positively influences brand loyalty and also serves as a significant predictor of brand loyalty.

The study agrees with the relevant literature mentioned in chapter 2 as regards dining experience. Our results agree with Ha, Jang, and Ryu (2012) results that say the physical environment, food quality and, service quality, have a positive effect on brand loyalty and re-visit intention.

5.1.4 Hypothesis 4

The study proposed that "Restaurant Image positively affects brand loyalty in fast food restaurant."

Dependent variable	Brand Loyalty					
Predictors	Beta	t-stat	p-value	f-stat	Sig.	R- square
Restaurant Image	.269	3.537	.001	18.288	.000	.225

Following the regression result, restaurant image positively influences brand loyalty in fast food. A change of 1 unit in restaurant image will positively influence brand loyalty in customers by nearly 27%. Also, the t-statistics alongside the p-value indicates that restaurant image has a significant impact on brand loyalty. The results also mean that there will be an increase in brand loyalty at a fast food restaurant if a change as low as one unit influences customers perception of restaurant image.

The study reveals that for customers to develop a positive fast food restaurant image, the restaurant must render a delightful service during the client encounter. More also the study is in support of previous literature that says restaurant image positively influence brand loyalty in a restaurant such as Ogban & Tan (2009).

5.1.5 Hypothesis 5

The study aims at establishing if "Customer Satisfaction positively influence brand loyalty in fast food restaurant in North Cyprus."

Dependent variable	Brand Loyalty					
Predictors	Beta	t-stat	p-value	f-stat	Sig.	R- square

Customer Satisfaction	.122	1.672	.096	18.288	.000	.225
-----------------------	------	-------	------	--------	------	------

The regression result above, indicate that customer satisfaction is significant but have less influence on brand loyalty. Customer satisfaction significance is greater than 5% hence the significant influence on brand loyalty is less. However, the result shows that customer satisfaction is necessary for repurchase decision but not a guarantee for loyalty. The findings are consistent with other studies such as Oliver (1997) and Bennett & Rundle- Thiele (2004).

5.2 Conclusion

In other to find out the determinant of brand loyalty in fast food restaurants in North Cyprus, it was important to search for forces that improve customers' behaviors and to know the outcome of such forces. Examples of Outcome are, customer recommending the fast food restaurant to other people and clients revisiting same fast food restaurant.

Based on the study the following conclusions are drawn. Male and female customers have different opinions about fast food restaurant in North Cyprus. Customer opinions about fast food restaurant in North Cyprus differ according to their age. In the study consumers between the ages of 38-47 have a high difference in opinion compared to the customer in other age groups.

Customer dining experiences have a positive influence on brand loyalty in fast food restaurant, and it also predicts brand loyalty in customers. How consumers perceive the fast food restaurant will determine if the client will revisit. For customers to repurchase a product such as a burger, milkshakes, fries, etc. in a fast food restaurant,

he or she must be satisfied but customers being satisfied is not a guarantee for their loyalty.

Chapter 6

MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

6.1 Managerial Implications

The study focuses on an aspect of studying brand loyalty, which is the possibility of fast food restaurant boosting customer commitment from the direction of a dining experience, restaurant image, and lastly customer satisfaction.

Following the result of the study, female customers pay more attention to the staff's appearance and the staff's level of professionalism. Managers of fast food restaurant in North Cyprus should ensure that staffs that represent the fast food restaurants are trained to address customer's professionally especially female customers, and at all time, the staff should be well dressed and neat.

Female customers are more attracted and sensitive to the fast food restaurant designs, shapes, and colors compared to male customers. Managers and owners of fast food restaurant should ensure that improvement on the physical environment of the fast food restaurant is made.

Female customers are more concern with fairness in price and are prone to spreading positive word of mouth when satisfied with the services received from the fast food. Managers of this fast food should ensure that prices of all the food sold are fair and

make it a duty for customers to exceed their satisfaction by performing promised services accurately and dependably.

More also, customers between the ages of (38- 47) are more likely to spread positive word of mouth and customers between the ages of (16- 27) are less likely to spread positive word of mouth. Managers of fast food chains should ensure that staffs pay more attention to the customers between the ages of 38 to 47 when rendering services to them.

Customers between the ages of (38- 47) are not sensitive to an increase in the price of food. Hence any increase in the price of food can not affect their brand loyalty to a fast food chain. But customers between the ages of (16- 27) are very sensitive to an increase in the price of food; any slight increase will lead to them leaving to another fast food chain that offers a lower price. Managers of fast food restaurant should ensure that prices of food ordered by customers between the ages of 16- 27 are not increased but instead, more discounted food packages should be developed in order to strengthen brand loyalty in the fast food chain.

Customers between the ages of (38- 47) are prone to trying new fast food service when they don't get desired satisfaction and more concern with being sure they have made the right decision patronizing a fast food chain. Managers of the fast food chain should put more effort into making sure that the customers in this age group receive high-quality services from the staffs.

Customers dining experience such as the food quality; service quality and the physical environment positively influence brand loyalty in customers. Managers are

advised to ensure that to the customers get an excellent dining experience so as to increase customer brand loyalty to the fast food chain.

The outcome of managers improving dining experience does not only lead to revisiting and recommendations, but it also improves the way the fast food restaurant images is being perceived in the market alongside increases its attraction base.

Lastly, it is important that managers of fast food restaurant pay more attention and implement better ways of satisfying female customers, customers between the ages of thirty-eight to forty-seven and customer between the ages of sixteen to twenty-seven because they play a major role in increasing brand loyalty.

6.2 Recommendations

This study revealed customer satisfaction to be good for repurchasing a product but not enough for loyalty. So, therefore, I recommend that further studies on the effects of customer satisfaction on loyalty in fast food restaurant be investigated.

Secondly, the data gotten was limited to the Famagusta region of North Cyprus, so I recommend that determinant of brand loyalty in fast food be carried out in other cities such as Nicosia, Kyrenia, Morphou, and Lefke. Lastly, more determinants of brand loyalty in fast food should be introduced and added to the already stated determinant (Dining Experience, Restaurant Image, and Customer Satisfaction).

6.3 Limitation of the Study

This study was limited by lack of studies on the fast food industry in North Cyprus. If there were studies on the fast food industry in North Cyprus, it would have contributed significantly to the present study.

Lastly, the type of questionnaire, model, methodology and statistical techniques could have been improved for the sake of more useful results.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity*. Simon and Schuster.
- Anderson, E. W., Fornell, C., & Rust, R. T. (1997). Customer satisfaction, productivity, and profitability: Differences between goods and services. *Marketing science*, *16*(2), 129-145.
- Andersson, T. D., & Mossberg, L. (2004). The dining experience: do restaurants satisfy customer needs?. *Food Service Technology*, *4*(4), 171-177.
- Andreassen, T. W., & Lindestad, B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management*, *9*(1), 7-23.
- Anselmsson, J., Vestman Bondesson, N., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product & Brand Management*, *23*(2), 90-102.
- Back, K. J. (2005). The effects of image congruence on customers' brand loyalty in the upper middle-class hotel industry. *Journal of Hospitality & Tourism Research*, *29*(4), 448-467.
- Ball, D., Coelho, P. S., & Vilares, M. J. (2006). The influence of university image on student behavior. *Journal of Education Management*, *24*(6), 73-85.

- Ball, D., Coelho, P. S., & Vilares, M. J. (2006). The influence of university image on student behavior. *Journal of Education Management*, 24(6), 73-85.
- Baloglu, S. (2002). Dimensions of customer loyalty: Separating friends from well wishers. *The Cornell Hotel and Restaurant Administration Quarterly*, 43(1), 47-59.
- Bearden, W. O., & Teel, J. E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of marketing Research*, 21-28.
- Bennett, R., & Rundle-Thiele, S. (2004). Customer satisfaction cannot be the only goal. *Journal of Services Marketing*, 18(7), 514-523.
- Berezina, K., Cobanoglu, C., Miller, B. L., & Kwansa, F. A. (2012). The impact of information security breach on hotel guest perception of service quality, satisfaction, revisit intentions and word-of-mouth. *International Journal of Contemporary Hospitality Management*, 24(7), 991-1010.
- Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: diagnosing favorable and unfavorable incidents. *The Journal of Marketing*, 71-84.
- Blodgett, J. G., Granbois, D. H., & Walters, R. G. (1994). The effects of perceived justice on complainants' negative word-of-mouth behavior and repatronage intentions. *Journal of Retailing*, 69(4), 399-428.

- Bloemer, J. M., & Kasper, H. D. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of economic psychology*, 16(2), 311-329.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 375-384.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of marketing research*, 30(1), 7.
- Bowden-Everson, J. L. H., Dagger, T. S., & Elliott, G. (2013). Engaging customers for loyalty in the restaurant industry: the role of satisfaction, trust, and delight. *Journal of Foodservice Business Research*, 16(1), 52-75.
- Butcher, K. (2005). Differential impact of social influence in the hospitality encounter. *International Journal of Contemporary Hospitality Management*, 17(2), 125-135.
- Chan, E. S., & Lam, L. (2009). Understanding attributes affecting selection of private kitchens. *International Journal of Contemporary Hospitality Management*, 21(7), 854-875.
- Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence & Planning*, 25, 563-580.

- Chow, I. H. S., Lau, V. P., Lo, T. W. C., Sha, Z., & Yun, H. (2007). Service quality in restaurant operations in China: Decision-and experiential-oriented perspectives. *International Journal of Hospitality Management*, 26(3), 698-710.
- Chow, I. H., Lau, V. P., Lo, T. Y., Sha, Z., & Yun, H. (2007). Service quality in restaurant operations in China: Decision- and experiential-oriented perspectives. *International Journal of Hospitality Management*, 26(3), 698-710.
- Choy, J. Y., Lam, S. Y., & Lee, T. C. (2012). Service Quality, Customer Satisfaction and Behavioral Intentions: Review of Literature and Conceptual Model Development. *International journal of academic research*, 4(3).
- Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of marketing research*, 491-504.
- Clark, M. A., & Wood, R. C. (1998). Consumer loyalty in the restaurant industry-a preliminary exploration of the issues. *International Journal of Contemporary Hospitality Management*, 10(4), 139-144.
- Collins-Dodd, C., & Lindley, T. (2003). Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perceptions. *Journal of Retailing and Consumer Services*, 10(6), 345-352.

- Countryman, C. C., & Jang, S. (2006). The effects of atmospheric elements on customer impression: the case of hotel lobbies. *International Journal of Contemporary Hospitality Management*, 18(7), 534-545.
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230-240.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *The journal of marketing*, 55-68.
- Czepiel, J. A., & Rosenberg, L. J. (1977). Consumer satisfaction: concept and measurement. *Journal of the academy of Marketing Science*, 5(4), 403-411.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), 99-113.
- Faullant, R., Matzler, K., & Füller, J. (2008). The impact of satisfaction and image on loyalty: The case of Alpine ski resorts. *Managing Service Quality*, 18, 163-178.
- Friddle, C. G., Mangaraj, S., & Kinsey, J. (2001). *The food service industry: Trends and changing structure in the new millennium* (pp. 01-02). Retail Food Industry Center, University of Minnesota.

- Fullerton, R. A. (1988). How modern is modern Marketing? Marketing's evolution and the myth of the " Production Era". *The Journal of Marketing*, 108-125.
- Gravetter, F. J., & Wallnau, L. B. (2016). *Statistics for the behavioral sciences*. Cengage Learning.
- Gremler, D. D., & Brown, S. W. (1998). Service loyalty: Antecedents, components, and outcomes. *American Marketing Association. Conference Proceedings*, 9, 165-166
- Ha, J., & Jang, S. (2012). The effects of dining atmospherics on behavioral intentions through quality perception. *Journal of Services Marketing*, 26(3), 204-215.
- Ha, J., & Jang, S. S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International journal of hospitality management*, 29(3), 520-529.
- Ha, Y., & Im, H. (2012). Role of web site design quality in satisfaction and word of mouth generation. *Journal of Service Management*, 23(1), 79-96.
- Halstead, D., & Page, T. J. (1992). The effects of satisfaction and complaining behavior on consumer repurchase intentions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 5(1), 1-11.

- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.
- Heskett, J. L., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard business review*, 72(2), 164-174.
- Heung, V. C., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177.
- Heung, V. C., Mok, C., & Kwan, A. (1996). Brand loyalty in hotels: An exploratory study of overseas visitors to Hong Kong. *Australian Journal of Hospitality Management*, 3(1), 1-11.
- Hsieh A-Y., & Li, C-K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, 26(1), 26-42.
- Im, H., & Ha, S. (2011). An exploration of the cognitive-affective model of satisfaction in a shopping context: A testing of competing models. *The Service Industries Journal*, 31(13), 273-288.
- Jamal, A., & Anastasiadou, K. (2009). Investigating the effects of service quality dimensions and expertise on loyalty. *European Journal of Marketing*, 43(3/4), 398-420.

- Jang, S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: investigating Chinese restaurants. *International Journal of Contemporary Hospitality Management*, 23(5), 662-680.
- Jani, D., & Han, H. (2011). Investigating the key factors affecting behavioural intentions: Evidence from a full-service restaurant setting. *International Journal of Contemporary Hospitality Management*, 23(7), 1000–1018.
- Jin, N., Lee, S., & Huffman, L. (2012). Impact of restaurant experience on brand image and customer loyalty: Moderating role of dining motivation. *Journal of Travel & Tourism Marketing*, 29(6), 532-551.
- Juwaheer, T. D. (2004). Exploring international tourists' perceptions of hotel operations by using a modified SERVQUAL approach - a case study of Mauritius. *Managing Service Quality*, 14, 350-364.
- Kandampully, J., & Hu, H. (2007). Do hoteliers need to manage image to retain loyal Customers? *International Journal of Contemporary Hospitality Management*, 9(6), 435-443.
- Kandampully, J., & Hu, H. (2007). Do hoteliers need to manage image to retain loyal customers? *International Journal of Contemporary Hospitality Management*, 19(6), 435-443.

- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346-351.
- Kapferer, Jean-Noel (1992), *Strategic brand management: new approaches to creating and evaluating brand equity*, New York: the free press
- Kayaman, R., & Arasli, H. (2007). Customer based brand equity: Evidence from the hotel industry. *Managing Service Quality*, 17, 92-109.
- Keaveney, S. M., & Hunt, K. A. (1992). Conceptualization and operationalization of retail store image: A case of rival middle-level theories. *Journal of the Academy of Marketing Science*, 20(2), 165-176.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 1-22.
- Kim, I., Jean, S. M., & Hyun, S. S. (2012). Chain restaurant patrons' well-being perception and dining intentions: The moderating role of involvement. *International Journal of Contemporary Hospitality Management*, 24(3), 402-429.
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International journal of hospitality management*, 28(1), 144-156.

- Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, 11(5), 205-222.
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of retailing*, 49(4), 48-64.
- Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in human behavior*, 25(4), 887-896.
- Kwun, D. J. W., & Oh, H. (2007). Past experience and self-image in fine dining intentions. *Journal of Foodservice Business Research*, 9(4), 3-23.
- Levesque, T., & McDougall, G. H. (1996). Determinants of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 14(7), 12-20.
- Lipstein, B. (1959). The dynamics of brand loyalty and brand switching. In *Proceedings of the fifth annual conference of the advertising research foundation* (pp. 101-108). New York, NY: Advertising Research Foundation
- Martin, D., O'Neill, M., Hubbard, S., & Palmer, A. (2008). The role of emotion in explaining consumer satisfaction and future behavioural intention. *Journal of Services Marketing*, 22(3), 224-236.

- Mattila, A. S. (2001). Emotional bonding and restaurant loyalty. *Cornell Hospitality Quarterly*, 42(6), 73.
- McNaughton, R. B., Osborne, P., Morgan, R. E., & Kutwaroo, G. (2001). Market orientation and firm value. *Journal of Marketing Management*, 17(5-6), 521-542
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Musinguzi, D. (2010). The Impact of Restaurant Noise on Customers' Dinning Experience in Kowloon, Hong Kong. *International Journal of Hospitality & Tourism Systems*, 3(1).
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.
- Namkung, Y., & Jang, S. (2008). Are highly satisfied restaurant customers really different? A quality perception perspective. *International Journal of Contemporary Hospitality Management*, 20(2), 142-155
- Nyer, P. (1999). Cathartic complaining as a means of reducing consumer dissatisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 12.

- Ogba, L., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of Technology Management in China*, 4, 132-144.
- Oh, H., & Parks, S. C. (1997). Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry. *Hospitality Research Journal*, 20(3), 35-64.
- Oliver, R. (1997). *Satisfaction: A behavioural perspective on the consumer*. New York, NY: McGraw-Hill
- Oliver, R. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(special issue), 33-44.
- Otengei, S. O., Changha, G., Kasekende, F., & Ntayi, J. M. (2014). Understanding Key Determinants of Brand Loyalty in Full Service restaurants In Uganda. *Advances in Hospitality and Tourism Research*, 2(2), 79-107.
- Palmer, A. (2001). *Principles of services marketing*. McGraw-Hill Book Company Limited.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual. *Journal of retailing*, 64(1), 12-40.
- Pew Research Center, Social Trends Report (2006) 'Eating More; Enjoying Less'. Retrieved from <http://pewresearch.org/assets/social/pdf/Eating.pdf>

- Pollack, B. L. (2009). Linking the hierarchical service quality model to customer satisfaction and loyalty. *Journal of Services Marketing*, 23(1), 42–50.
- Prentice, C. (2013). Service quality perceptions and customer loyalty in casinos. *International Journal of Contemporary Hospitality Management*, 25(1), 49-64.
- Qu, H. (1997),“Determinant factors and choice intention for Chinese restaurant dining: a multivariate approach”, *Journal of Restaurant & Foodservice Marketing*, Vol. 2 No. 2,pp. 35-49.
- Ramanathan, R. (2012). An exploratory study of marketing, physical and people related performance criteria in hotels. *International Journal of Contemporary Hospitality Management*, 24(1), 44-61.
- Ranaweera, C., & Prabhu, J. (2003). The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. *International Journal of Service Industry Management*, 14(4), 374-395.
- Reimer, A., & Kuehn, R. (2005). The impact of servicescape on quality perception. *European Journal of Marketing*, 39(7/8), 785-808.
- Roth, M. S. (1994). Innovations in defining and measuring brand image. *NA-Advances in Consumer Research Volume 21*.

- Russel, J. A., & Pratt, G. (1980). A description of affective quality attributed to environment. *Journal of Personality and Social Psychology*, 38, 311-322.
- Rust, R. T., & Oliver, R. L. (1994). *Service quality: New directions in theory and practice*. Thousand Oaks: Sage Publications.
- Ryu, K., & Han, H. (2011). New or repeat customers: How does physical environment influence their restaurant experience?. *International Journal of Hospitality Management*, 30(3), 599-611.
- Ryu, K., Lee, H., & Kim, W.G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioural intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- Saad Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- Schiffman, L.G. & Kanuk, L.L. 2010. *Consumer behavior*. (10th edition). Boston: Pearson
- Shoham, A., Florenthal, B., Rose, G. M., & Kropp, F. (1998). Differences in value importance: the impact of age and gender in the Israeli population. *NA-Advances in Consumer Research Volume 25*.

- Soriano, D. R. (2002). Customers' expectations factors in restaurant: the situation in Spain. *International Journal of Quality and Reliability Management*, 19(8/9), 1055-1067.
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *The Journal of Marketing*, 15-32.
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247.
- Susskind, A. M., & Chan, E. K. (2000). How restaurant features affect check averages: a study of the Toronto restaurant market. *The Cornell Hotel and Restaurant Administration Quarterly*, 41(6), 56-63.
- Tepeci, M. (1999). Increasing brand loyalty in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 11(5), 223-230.
- Tesfom, G., & Birch, N. J. (2011). Do switching barriers in the retail banking industry influence bank customers in different age groups differently?. *Journal of Services Marketing*, 25(5), 371-380.
- Tse, A. C. B., Sin, L., & Yim, F. H. (2002). How a crowded restaurant affects consumers' attribution behavior. *International Journal of Hospitality Management*, 21(4), 449-454.

- Vukmir, R. B. (2006). Customer satisfaction. *International Journal of Health Care Quality Assurance*, 19(1), 8-31
- Wall, E. A., & Berry, L. L. (2007). The combined effects of the physical environment and employee behavior on customer perception of restaurant service quality. *Cornell Hotel and Restaurant Administration Quarterly*, 48(1), 59-69.
- Wood, L. (2000). Brands and brand equity: Definition and management. *Management Decision*, 38(9), 662-669.
- Wu, C. H. J., & Liang, R. D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 28(4), 586-593.
- Yanamandram, V., & White, L. (2006). Switching barriers from business-to-business services: A qualitative study. *International Journal of Services Industry Management*, 17(2), 158-192.
- Zeithamal, V. A., & Bitner, M. J. (1996). *Services marketing*. New York: McGraw-Hill International Editions.

APPENDIX

Appendix A: Questionnaire

Dear Participant,

You are asked to partake in the study Determinants of Brand Loyalty in fast food restaurant. Your honest opinions are required, all the information that you give will be treated as confidential and in no way will you be identified when the results of the study are reported.

Thank you for your participation

Prof S. Fethi and Eyo Sophia

Part A: Demographic Information

Gender:

Male () Female ()

Age:

16- 27 () 28-37 () 38-47 () 48 and above ()

Marital Status:

Single () Married () Divorced ()

Nationality:

Turkish Cypriot () Turkish () Iranian () African () People from
Middle East ()

People from Former USSR () European ()

Occupation

Student () Civil servant at Government () Own business () Private
sector ()

Job Status:

Full time () Part time () Unemployed ()

Monthly Income Level (TL):

1000 () 1001-1999 () 2000-2999 () 3000 and above ()

Education Level:

Primary school () Secondary/High School () University () Post
graduate ()

Which brand (restaurant) are you loyal to:

Johnny Rocket () Burger City () Others ()

How often do you visit in a week?

1-2 () 2-3 () 4-5 () more than 6 times ()

Part B:

Instructions: For each of the statement below, please indicate the extent of your agreement or disagreement by ticking the appropriate box. The response scale is as follows:

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5.
Strongly Agree

No	Brand Loyalty	1	2	3	4	5
1.	I will recommend this restaurant to someone who seeks my advice.					
2.	I will encourage friends to use this restaurant					
3.	I am likely to pay a little bit more for the services at this restaurant					
4.	Whenever I need to eat out, I will be coming to this restaurant					
5.	Price does not matter in my decision to remain with this restaurant					
6.	I may sometimes go to another restaurant that offers similar services					
7.	I will speak positively about this restaurant to other people					

Source: Jones and Taylor (2007)

No	Dining Experience	1	2	3	4	5
1.	Restaurant table layout allowed me to move around freely.					

2.	Service personnel was neat and well dressed.					
3.	The dining area including cutlery was clean and safe.					
4.	I received care and individualized attention.					
5.	The food was fresh.					
6.	Access to this restaurant is easy					
7.	There is a good range of price for any guest to afford.					
8.	The restaurant has an attractive interior design and colour.					
9.	The service personnel showed passion for their job.					

Source: Ryu et al. (2012). Lloyd and Luk (2011) and Jani and Han (2011)

No	Restaurant Image	1	2	3	4	5
1.	This restaurant is innovative and always looking forward.					
2.	Dining at this restaurant is prestigious.					
3.	I feel this restaurant meets my needs.					

4.	The staffs of this restaurant are professional.					
5.	This restaurant has an excellent reputation.					
6.	This restaurant offers better food compared to another restaurant around.					

Source: Turkyilmaz and Ozkan (2007).

No	Customer Satisfaction	1	2	3	4	5
1.	I am delighted with the services at this restaurant.					
2	I think that choosing this restaurant was a wise choice.					
3.	This restaurant's services met my expectations.					
4.	Overall, I am happy with the dining experience at this restaurant.					
5.	I am satisfied with my dining experience at this restaurant.					

Source: Hume and Mort (2010), Jani and Han (2011).