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The Affect of Family Restaurant Customer's Experiences on Customer Satisfaction, Brand Attitude, and Revisit Intentions

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Abstract

Purpose - Amid the slump in the food market, the importance of customer experience marketing is being highlighted as a strategy to satisfy consumers' needs.

Research design, data, and Methodology - The survey used part 280 of the answers for the hypothesis test. This study confirmed 280 parts (93.3%) as final valid samples, excluding 40 disloyal sections of 340 sections. The survey was conducted between December 1, 2018 and December 30, 2018. An investigative factorial analysis and multiple regression analysis were conducted to test the hypotheses.

Result - The results showed that sensibility and recognition were influenced by positive brand attitudes, but sense did not affect brand attitudes; senses and sensations had a positive effect on satisfaction; recognition did not affect satisfaction; brand attitudes had a positive influence on satisfaction; and brand attitudes and satisfaction had a positive influence on revisit intention.

Conclusion - This study analyzed the experiences of customers visiting a family restaurant in order to determine how those experiences impacted the customers' satisfaction, brand attitudes, and revisit intentions. Several interesting results were uncovered from the study.

Keywords: Experience, Restaurant, Brand Attitude, Satisfaction, Revisit Intention.

1. Introduction

According to the Food, Agriculture, Forestry, and Fisheries Ministry and the Korea Food and Drug Administration's main indicators for the 2018 food industry, the restaurant industry increased 5.4% from 2017 to 2018 and increased by an average of 5.7% from January 2018 to December 2018. However, the number of restaurants and lodging businesses decreased by 0.7% in 2018. So situations that may have impacted this decrease include the Chung et al. (2013) spread of MERS and enforcement of the Kim Young-ran Act, which bans illegal solicitation. In addition, during this period, competition to begin a business in the food industry has intensified. According to the National Statistical Office's Service Industry Trends survey, the food sector's production index stood at 98 points from 2017 to 2018; however, it began to fall in 2014 and stood at its lowest at 95.6 points in 2018. As such, the market for eating out is becoming increasingly difficult. As the economy diminishes, eating out businesses need to operate in such a way as to be flexible to consumers' needs because if they fail to satisfy consumers, external growth slows and direct income is difficult to generate.

In the future, companies need to recognize their customers as important assets in corporate management and move toward improving customer-centered management and customer satisfaction. To this end, the businesses presented a strategy called Customer Relationship Management that aims at improving the performance of the company's management through long-term relationships with customers in the management strategy of looking at customers from a short-term perspective. However, customer relationship management emphasized too much on the system aspect and focused on the transaction itself and assessed the performance of the company based on sales to indicate the lack of differentiated enterprise strategy Chung et al. (2013). In the same vein, the latest management strategy emphasizes the total customer experience. In addition, consumers are stressed the overall experience of service companies. In particular, Customer Experience Management is important in regard to creating long-term value in customer management Ho-Dac et al. (2013). Customer Experience Management refers to the process of systematically managing the customer experience of a product or service in order to create a positive customer experience by analyzing and improving all processes, including the steps that customers use to explore, purchase, and use products and services. This experience has drawn attention from the field of marketing as it can be used to create a brand experience through marketing strategies. Brand experience is conceptualized as a sense, emotion, awareness, and behavioral response to brand design and communication. It is also used to identify brand-related stimuli as the brand experience impacts consumer satisfaction and loyalty.

This type of marketing can also be applied to the hospitality industry. A variety of restaurant companies are trying to differentiate their flavors under the strategy of product marketing, and as consumers' life-star work becomes important experience marketing that considers consumers' sense in general has been shown to have a positive impact on brand attitudes. However, a study conducted by Ho-Dac et al. (2013) found that festive experiences affect room visitor satisfaction and brand attitudes. The current study differs in that it focuses on the impact of customers' brand attitudes on customer satisfaction and brand attitudes.

2. Theoretical Background

2.1. Customer experience

Ho-Dac et al. (2013) defined the customer experience as an internal and subjective response that the customer has from direct or indirect contact with the company. Jalkala and Keranen (2014) divided the customer experience into different categories (i.e., sense, emotion, perception, action, relationship) known as the Strategic Experience Motulo. In order to determine customers' experience, Jalkala and Keranen (2014) used a measurement tool called the Experimental Value Scale to measure their experience on the Internet and related to catalog shopping in order to find the relationship between customer experience and customer loyalty in regard to managing customer experience.

In their study, Jalkala and Keranen (2014) described the history of economic progress. overall economic progress as a collection economy, an industrial economy, a service economy, and an experience economy by comparing it to the four stages of the evolution of the birthday cake. In the collection economy, the cake made by mixing raw materials on the farm was worth only 10 cents. The industrial economy bought and made pre-mix products and cakes, and the service economy era paid \$10~15 to purchase cakes directly. In the empirical economy, however, the company pays more than \$100 to party through the event company, adding more empirical value of a cake than a cake, even though it is worth \$0. This empirical value has more meaning than economic value, which is more important to modern consumers. Experience has been shown to have the same meaning as experience and influence brand attitudes. Experience in a local festival has a significant influence on the attitude of the festival brand and the positive attitude of the festival brand has been shown by the favorable mood, attraction, behavior, and relationship factors such as the attraction, faith of tourists as well as the effect of the experience marketing on the attitude of the brand on the visitor satisfaction, the attitude of the brand. Visitors' satisfaction had a positive impact on brand attitudes. Sensory sensibility and recognition among the

coffee shop's experience factors showed positive influence on brand attitudes, which led to positive brand attitudes when the coffee shop feels pleasure and satisfaction through the senses and previous research of experience in the hotel industry showed cognitive and sensory experiences that customers felt when staying at the hotel. Cognitive experience is a cognitive attribute that a customer can experience when staying at a hotel, such as service reception, business center, Internet, pricing, customer loyalty program, etc. Sensory experiences include interior, fragrance, music, room temperature, and bathroom facilities as items such as vision, smell, hearing, and touch. Research has shown that both cognitive and sensory experiences have affected emotions, emotion affect satisfaction, and satisfaction has positive effects on behavior. Sensory factors of experience showed greater influence on emotion than cognitive factors. Through this research, it is important to have positive feelings and visit again with satisfaction through experiences that customers have when staying at a hotel and increase their intention to recommend Jalkala and Keranen (2014). In addition, hotel use experience has shown positive influence on customer satisfaction through sense, emotion, perception, behavior and relationship, and has also influenced consumer and brand relationships. The hotel's sensory experiences include background music, attractive service, attractive scent, and emotional experience, such as the pleasure, freshness, and comfort felt when using the hotel. Cognitive experience, by having convergent thinking and divergent thinking of surprise, curiosity and interest, is an indication of what is intriguing, intriguing and creative thinking. Behavioral experience represents the interactions with the life style through physical experience, and relational experience serves as a customer's link through the connection of rational self or other people to culture. Five factors of this experience have been shown to affect customer satisfaction. While many of these experiences have been studied in various areas of hotel and tourism, there has not been much customer experience in the restaurant industry.

2.2. Brand Attitude

Attitudes are said to be determined by a person's beliefs. An important assessment of the beliefs and attributes perceived by consumers among the various information of a subject is the acquired bias to determine the overall attitude and to respond favorably and consistently to a particular subject. This attitude is considered to be the most important variable affecting consumer behavior. Brand attitude is an expanded concept that shows consumers' preferences for favorable or favorable responses and assessments to brand stimuli. A favorable attitude toward a brand becomes a strong competitive brand. A review of prior studies on brand attitudes and satisfaction showed brand attitudes affect satisfaction.

2.3. Satisfaction and intention of revisiting

Satisfaction is treated as a concept of consumer satisfaction and is the feeling that consumers get when their expectations for a product or service are met. It is measured via the customer satisfaction level. A review of studies focused on customer satisfaction showed that the appeal of the customer value, customer satisfaction, conversion costs, and alternatives to using a family restaurant affected the customer's intention of revisiting the location. Other studies showed similar results for hotels and restaurants, family restaurants, and coffee shops. High customer satisfaction generally leads to higher levels of revisits.

3. Design of Study

The model for this study was created in order to find out how awareness of sensibility, a restaurant's experience, affects visitors' satisfaction and revisiting brand attitudes.

3.1. Hypothesis setting

3.1.1. Relationship between experience factors and brand attitude

Based on customer experience, Jalkala et al.(2014) presented SEMs as senses, emotions, perceptions, actions, and relationships through experience theory, and five factors about these experiences are positive for brand attitudes in research. In this study, the following hypotheses were created using these categories.

Hypothesis 1: The experience of a restaurant will affect brand attitudes.

Hypothesis 1-1: The sensuous experience of a restaurant will affect brand attitudes.

Hypothesis 1-2: The emotional experience of a restaurant will affect brand attitudes.

Hypothesis 1-3: Cognitive experience in restaurants will affect brand attitudes.

3.1.2. Relationship between experience factors and satisfaction

Hotel experience affects customer satisfaction, while hotel use experience has been shown to have a positive impact on customer satisfaction through sensory, emotional, cognitive, behavioral, and relationship experiences. In this study, the following hypotheses were established to determine the relationship between customer's experiences at restaurants and satisfaction.

Hypothesis 2: The experience of a restaurant will affect the satisfaction level.

Hypothesis 2-1: The sensory experience of the restaurant will affect satisfaction.

Hypothesis 2-2: The emotional experience of a restaurant will affect the satisfaction level.

Hypothesis 2-3: The cognitive experience of a restaurant will affect satisfaction.

3.1.3. Relationship between brand attitude and satisfaction

Brand attitudes have been shown to affect customer satisfaction. As such, the following hypothesis was created to identify the impact of brand attitudes on satisfaction.

Hypothesis 3: Brand attitudes will affect satisfaction.

3.1.4. The Relationship between Brand Attitude and Repetition

Past studies have shown that tourists who have developed positive attitudes toward festivals are highly likely to revisit and tell others about them. As such, the following hypothesis was created to determine the impact of brand attitudes on customer's revisit intentions in the restaurant industry.

Hypothesis 4: Brand attitudes will affect revisit intentions.

3.1.5. The Relationship between Satisfaction and Revisit Intentions

Family restaurant customer satisfaction is an important factor in a customer's revisit intentions as the higher the customer's satisfaction, the more likely he/she is to revisit the location. As such, the following hypothesis was established to identify the relationship between satisfaction and the customer's revisit intentions.

Hypothesis 5: Satisfaction will affect the revisit intentions.

4. Operational definition of variables

4.1. Experience factors

Based on the study by Stahl et al. (2012), the empirical factors were defined as experience and the questionnaire utilized six sensory, five emotional, and four cognitive terms based on research by Torres and Tribo (2011). The factors were measured on a 7-point recursive system scale and the respondents' thoughts were indicated on the items in terms of their levels of agreement.

4.2. Brand Attitude

Branded attitudes indicate the degree of trust, preference, and satisfaction with the brand. In this study, brand attitude was defined as a favorable or unfavorable response and evaluation of a particular brand (i.e., a family restaurant). Three statements were derived from Torres and Tribo (2011). The factors were measured on a 7-point scale and the respondents' thoughts were displayed on a consistent basis.

4.3. Satisfaction level

Satisfaction is the overall assessment of a product or service made by its customers related to their expectations Chung et al. (2013). In this study, satisfaction is defined as a positive evaluation process that customers feel when they visit a family restaurant that meets or exceed their expectations for service and food Chung et al. (2013).

4.4. Revisit intention

Revisit intention is defined as the likelihood that a customer will revisit or recommend a product or service, in this case, a family restaurant.

5. Data collection and analysis

Table 1: Frequency Analysis

Response Frequencies		
Sample	Response Number	
	1	2
1	10	0
2	17	0
3	7	0

Response Frequencies		
Sample	Response Number	
	1	2
4	12	0
5	9	0
6	31	0
7	43	0

This study confirmed 280 parts (93.3%) as final valid samples, excluding 40 disloyal sections of 340 sections. The survey was conducted between December 1, 2018 and December 30, 2018. A frequency analysis was used to identify the demographic characteristics of the participants and the Cronbach's α coefficient via an exploratory factorial analysis was used to verify the validity of the sample and the internality between the measured items. A correlation analysis was performed to measure the correlation between the variables and multiple regression analyses were performed to verify the hypotheses.

Table 2: Maximum Likelihood Predicted Values Analysis

Maximum Likelihood Predicted Values for Response Functions							
Value1	Value2	Function Number	Observed		Predicted		Residual
			Function	Standard Error	Function	Standard Error	
7	1	1	.	.	4.92818	0.749865	.
7	1.7	1	.	.	4.88844	0.633152	.
7	2.2	1	.	.	4.860054	0.592795	.
7	2.8	1	.	.	4.825991	0.603687	.
7	4	1	.	.	4.757866	0.792122	.
14	1	1	.	.	4.353964	0.616373	.
14	1.7	1	.	.	4.314224	0.494184	.
14	2.2	1	2.74084	0.72956	4.285838	0.46164	-1.545
14	2.8	1	.	.	4.251776	0.498184	.
14	4	1	.	.	4.18365	0.745181	.
27	1	1	4.007333	1.00905	3.287563	0.433211	0.71977
27	1.7	1	2.302585	0.524404	3.247824	0.315808	-0.94524
27	2.2	1	.	.	3.219438	0.320537	.
27	2.8	1	3.044522	1.023533	3.185375	0.422798	-0.14085

Maximum Likelihood Predicted Values for Response Functions							
Value1	Value2	Function Number	Observed		Predicted		Residual
			Function	Standard Error	Function	Standard Error	
27	4	1	2.70805	1.032796	3.11725	0.753487	-0.4092
51	1	1	1.203973	0.658281	1.318824	0.577054	-0.11485
51	1.7	1	.	.	1.279084	0.57726	.
51	2.2	1	.	.	1.250699	0.631839	.
51	4	1	.	.	1.14851	1.044488	.

Table 3: Analysis of Variance

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	80.47340	80.47340	20.83	0.0002
Error	18	69.52660	3.86259		
Corrected Total	19	150.00000			

Table 4: R-Square Analysis

Root MSE	1.96535	R-Square	0.5365
Dependent Mean	6.00000	Adj R-Sq	0.5107
Coeff Var	32.75578		

Table 5: Parameter Estimates Analysis

Parameter Estimates					
Variable	DF	ParameterEstimate	Standard Error	t Value	Pr > t
Intercept	1	8.61702	0.72240	11.93	<.0001
meanings	1	-0.65426	0.14334	-4.56	0.0002

6. Conclusion

This study analyzed the experiences of customers visiting a family restaurant in order to determine how those experiences impacted the customers' satisfaction, brand attitudes, and revisit intentions. Several interesting results were uncovered from the study. First, the results showed that sensibility and cognition had a positive

influence on brand attitudes, while sense did not affect brand attitudes. These results were different from previous studies, possibility due to the fact that, when a customer visits a restaurant, their sensibility and cognition factors are more important than their sense of taste. Second, the results showed that sensation and sensitivity had a positive influence on satisfaction, while recognition did not affect satisfaction. Third, the results showed that brand attitude had a positive impact on satisfaction, which was consistent with previous studies Ho-Dac et al. (2013). Fourth, the results showed that brand attitude and satisfaction had a positive influence on revisit intentions, which was consistent with past studies Jalkala and Keranen (2014). As a limitation of this study, future research should explore the brand experience or empirical value of hotel and various brand restaurants Stahl et al. (2012).

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