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Abstract
Due to evolving living standards and consuming habits, good food and bigger portion alone can no longer suffice a paying customer. As a restaurant, providing additional health benefits and sensual enjoyment gives a crucial edge in this competitive business.
Under a trend to create popular markets and taking traditional Chinese eating culture into consideration, retro restaurants started to emerge throughout Taiwan. Many received media coverage, ranging in styles from 30s to 60s. Taiwan's restaurant business has shifted its focus from choosing the right location to providing the customers with better services. Business owners need to work on how to create the sort of interaction with the customers in order to hold their clientage. This research will thus mainly look at the relationship between service quality, customer satisfaction and customer loyalty.
The research is done by the questionnaire survey research method. 380 questionnaires were distributed to customers who have been to a retro restaurant. Among 380, 316 were gathered which yields 83.15% on the response rate. Upon gathering the questionnaires, SPSS statistical software was used to data analysis to prove the hypotheses. Results show positive causal relationships among the variables. Major points are summed in the following :
1. Service quality has a significant positive effect on customer satisfaction. "Think in customers' shoes", "attractive outer appearance" and "reliability" have significant positive effect, among which " think in customers' shoes" has the greatest effect.
2. Customer satisfaction has a significant positive effect on customer loyalty.
3. Service quality has a significant positive effect on customer loyalty. "Attractive outer appearance" and "think in customers' shoes" have significant positive effect, among which "attractive outer appearance" has the greatest effect.
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