

"Impact of Physical Environment and Food Quality on
Customer's Loyalty: A Case of Islamabad"



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**A research project submitted in partial fulfillment
of the requirement for the degree of MBA**

**Department of Management Sciences
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**Bahria University Islamabad
2014**

Abstract

The continuously changing environment nowadays has compelled business organizations to achieve competitive advantages over their customers especially the loyal customers. Loyal customers play carry vital and significant importance in the success and growth of businesses associated with restaurant industry. The restaurant business is also facing the same intense completion for survival and growth. Customers are attracted towards specific restaurants due to the quality of the food they offer along with number of other factors such as the physical appearance of the hotel and its dining areas. This study analyses the impact of physical environment of restaurants along with the quality of food offered by restaurants with respect to increasing the loyal customer base of restaurants. Results of the study confirmed the hypothesis that both physical environment and quality of food are the main predictors of customer's loyalty with both positively affecting it.

Acknowledgement

It would have been almost impossible to complete this research thesis without the unconditional and continuous support and help of my supervisor Ahmed Trimzi. As an introductory researcher to conduct this thesis, I am also plenty much thankful to Bahria University to provide us with an opportunity to pass through the research process during the graduation period.

I would also like to present my gratitude towards my parents & siblings for their prayers and encouragement which help towards the accomplishment of this research thesis.

I am also indebted to my friends in the development of this research and all those who by any mean helped me towards the successful completion of his thesis.

Dedication

I would like to dedicate my work to my parents and family whose prayers and devotion assisted me almost at every stage of my life. I also dedicate it to my teachers, my friends and all those from who taught me something to learn. My work is also dedicated to Mr. Ahmed Tirimzi whose efforts brought me to this stage. I also dedicate my research work to my friends and senior colleagues Muhammad Daud Khan, Sajjad Ali and Waqas Ullah, whose continuous help, support and encouragement helped me to complete this research work successfully.

Table of Contents

FINAL PROJECT APPROVAL SHEET	Error! Bookmark not defined.
Abstract	i
Acknowledgement.....	ii
Dedication	iii
Table of Contents	iv
1. Introduction:	1
2. Literature Review:.....	4
2.1. Customer’s Loyalty:	4
2.1.1. Who is a loyal Customer?	13
2.2. Physical Environment:.....	15
2.2.1. Tangible and Intangible Physical Environment:	17
2.2.2. Dimension of the Physical Environment:.....	18
2.3. Food Quality:.....	23
2.4. Problem Statement.....	29
2.5. Objectives and Research Questions:.....	30
2.6. Hypotheses:	30
2.7. Theoretical Framework:	31
Figure 1: Theoretical Framework.....	31

3.	Methodology:	33
3.1.	Items Generation:	33
3.2.	Instrument Development:	34
	Table 1: Cronbach’s Alpha for Instrument	35
3.3.	Sample and Data Collection:	36
3.4.	Measures:	36
4.	Results:	37
4.1.	Demographic Section:	37
	Gender:	37
	Table 2: Gender of respondent	37
	Age:	38
	Table 3: Age of respondent	39
	Education:	40
	Table 4: Respondents highest level of education	41
	Frequency of Restaurant Visits:	42
	Table 5: Frequency to visit restaurants	42
	Type of Restaurants (Liked by individuals):	43
	Table 6: Type of Restaurant	43
	Respondents Monthly Income:	44
	Table 7: Monthly Income of Respondent	45