

# **RELATIONSHIP BETWEEN FINE DINING ATTRIBUTES, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY**

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## Approval statement

## MBA THESIS

2<sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement

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## Supervisor and student meeting record

#	Date	Place of Meeting	Topic Discussed	Signature of Student
5	20-02-2017	Cubicle	Starting three chapters	
6	5-07-2017	Cubicle	Data Analysis Learning	
7	19-07-2017	Cubicle	Data interpretation, SPSS, discussion	

## Approval for Examination

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I hereby certify that the mentioned student's thesis has been completed to my satisfaction. To my belief, its standard is appropriate for submission for examination. I have also conducted the test for plagiarism for this thesis using HEC prescribed software. I found similarity index at -----13.1----- that is within the permissible limit set by the HEC for the MBA thesis. I have found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 11<sup>th</sup> Sept, 2017

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## Abstract

**PURPOSE:** The purpose of this research is to find out the important attributes of restaurants of all type which leads to customer satisfaction. According to the customers what are the fine dining attributes which lead customers to return to the restaurant again and spread positive word of mouth. Restaurants managers and entrepreneurs needed much information on the importance of restaurants attributes to increase or maintain return intention of restaurants patronage.

**METHADODOLOGY:** In this study survey method was adopted to collect the data. Web based questionnaire was used to collect the data from the people easily available on the social sites. Sample size of this study was 300 and sampling technique chosen was convenience sampling. To analyze the results frequencies, regression, anova and correlation was studied.

**FINDINGS:** Results clearly states that fine dining attribute: food, service, atmosphere, convenience, price and value and novelty are the important factor to satisfy customer which in return make them loyal. Results states that food, service, price and value and novelty are the good predictors of customer satisfaction, but atmosphere and convenience are not much good predictors. Customer satisfaction also has positive impact on loyalty which in return increases customer behavioral and attitudinal intention. The consequences of this exploration found that consumer loyalty with subject eatery properties is powerful in anticipating purpose to return.

**PRACTICAL IMPLICATION:** the outcome of this research is to point out the dining attribute which are important for customers to make them satisfied.

**KEYWORDS:** Fine dining, attributes, customer satisfaction, customer loyalty.

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