Measures a Relationship between a Service Quality Customer Satisfaction and Customer Loyalty of Fast Food Outlet of Pingo Outlet, South Africa

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ABSTRACT

The objectives of this research is "Measures a Relationship between a Service Quality Customer Satisfaction and Customer Loyalty of Fast Food Outlet of Pingo Outlet, South Africa" are to: (1) To study the important demographic factor has relationship with customers' satisfaction in the services of Pingo Outlet, South Africa. (2) To study the customers’ expectation and perception in service quality of Pingo Outlet, South Africa (3) To explore the significant relationship between customers’ satisfaction in service quality and customer loyalty of Pingo Outlet, South Africa.

The conceptual framework which has adopted by using SERVQUAL model from Parasuraman, Berry, Zeithaml (1988,1991,1994) and from Ishak Ismail et al.,(2006). Studied the Gap (5) customer expected service quality and perceived service performance with five service dimensions of SERVQUAL such as reliability, responsiveness, assurance, empathy and tangibles. Used the original SERVQUAL instrument consists of two sets of 22 items, in this research will be applied to 17 items which is suitable into the study. The hypotheses are based on the theories discussed in related research articles. The variables are based on literature review and divided as
independent variable including demographic factors, customer expectation, customer perception in service quality. Dependent variables are customer satisfaction and customer loyalty.

The sample of this research was 400 respondents were the customers who consumed at Pingo Outlet, Spring Branch at least one. The sample size of the study used the formula of Yamane Sample Size (1973). This study used self-administered questionnaire and interviews as research instruments. Statistical tools are frequency, percentage, mean, standard deviation, Independent sample t-test, Oneway-ANOVA f-test, Paired-sample t-test. Multi Linear Regression and determined the significant level at 0.05.

The result of analysis found that the majority of respondents were females age 21-30 years old, matric level and income less then R 5,000 and found that the most important demographic factor was in terms of education effected on customers' satisfaction in the services of Pingo Outlet. Moreover, The result of this research showed that Reliability dimension was the most important factor of five dimensions of service quality lead to customer loyalty. While, Assurance dimension was found that customers perceived service quality as dissatisfied. Therefore, Pingo Outlet should be improved service quality in terms of assurance and should use marketing activities, especially "Promotion" to attract more education group must make sure that the delivered quality services are reliable at all times for instance Pingo’s manager Outlet and staff must make sure an attempt to solve the problem promptly at the point of services, Pingo’s service time 9:00 a.m. - 10:00 p.m. must be on time and constantly and must make sure staff serve foods accurately as customer ordered all times.