

## ABSTRACT

The present study proposed and found supportive evidence for a comprehensive model of customer loyalty to restaurants in terms of customers' attitude, affect and behavior. Using refined scales to measure service quality, commitment and need for variety, the model was able to predict behavioral intention and repatronage behavior in restaurants. A total of 430 respondents participated in this two-staged study, in which repatronage behavior was measured two months after respondents completed a questionnaire. Confirmatory Factor Analysis (CFA) confirmed the hypothesized measurement model with new indicators of the three latent factors: service quality (as indicated by food quality, atmosphere, restaurant image, innovativeness, staff service, pricing, convenience and communication), commitment (as indicated by affective commitment to the restaurant, affective commitment to the service staff, and cognitive commitment), and need for variety (as indicated by need for variety for food and need for variety for restaurant). Analysis by the structural equation model (SEM) showed that perceived service quality not only directly influenced behavioral intention, but also had an indirect effect on behavioral intention through commitment as the mediator. Need for variety had a significant negative influence on (past) patronage behavior. Behavioral intention and past patronage behavior significantly predicted repatronage behavior, but past patronage behavior did not predict behavioral intention. Past patronage was suggested to be affected by need for variety and perceived behavioral control. The findings of the study gave insight to restaurant operators on the facets of service quality and commitment that they could focus on in order to foster customer loyalty in customers.

## 摘要

本研究旨在提供一個全面的模型去探究在餐飲業中顧客的態度、情感及行為對顧客忠誠度的影響。本研究改良了量度服務質素、承諾及多樣化需要之量表，更以它們去預測顧客的行為意向及光顧行為。本研究成功訪問了 430 位參加者進行兩個部份的研究。第一部份乃問卷調查，參加者需要表達對他們最喜愛的菜式中他們最經常光顧的食肆（被指為「該食肆」）的看法。兩個月後，參加者被問及在過去兩個月內有沒有再次光顧「該食肆」。驗證性因數分析 (Confirmatory Factor Analysis) 顯示出顧客對食肆的服務質素有八大要求，分別是：食物質素、氣氛、食肆形象、食物創意、職員服務、食物價錢、方便程度及溝通；而顧客對食肆的承諾亦可分為認知承諾、對食肆的情感承諾及對職員的情感承諾；顧客的多樣化需要可分為對食物的多樣化需要及對食肆的多樣化需要。根據結構方程模式 (Structural Equation Modeling) 的分析，食肆的服務質素不但直接地影響顧客的行為意向，還透過顧客對食肆的承諾間接地影響了他們的行為意向。多樣化需要對光顧行為有負面的影響，而行為意向及過去之光顧行為均對未來之光顧行為有正面影響，可是過去之光顧行為對行為意向並沒有顯著影響。過去之光顧行為可能被多樣化需要及行為控制知覺所影響。本研究有助食肆持有人從服務質素及承諾的各個因素中提高顧客的忠誠度。