

Customer Fulfillment and Revisit Intention Antecedent of Atmospheric in Chinese Muslim Restaurants

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Abstract—The intensely aggressive nature's domain existing in the restaurant division makes it fundamental to organizations with attain client fulfillment so as should survive in the long expression. Acquiring customer fulfillment implies that they turned a viable and effective correspondence resource, toward no cosset of the firm. Unmistakable around the elements that determine the levels from claiming customer fulfillment in the sustenance in food and drink contexts a standout amongst it is an atmospheric. Nowadays, Chinese food may be turning into that's only the tip of the iceberg alluring and acknowledged overall. Because of the expansive number about Chinese Muslims in Malaysia, restaurants catered or possessed by Chinese Muslims need aid presently expanding and cook at many races in Malaysia. Therefore, the goal of the research is to recognize those relationships between atmospheric towards customer fulfillment and gaining entrance to return to intentions for 9 Chinese Muslim restaurants for Shah Alam, Malaysia. The questionnaire was tested for reliability before being used. Correlation and regression analysis were employed to investigate the relationship between atmospheric, customer satisfaction and revisit intentions to these restaurants. The discoveries about this study show that atmospheric have a critical relationship with respect to customer fulfillment and accordingly have a huge relationship towards return to proposition. Previously, conclusion, it might have been found that every one customer was fulfilled by these restaurants and eager to suggest Chinese Muslim restaurants to their relatives and companions and they were additionally eager to return to this kind for restaurant later on.

Keywords—Customer satisfaction; revisit intention; atmospheric; Chinese Muslim Restaurant

I. INTRODUCTION

Nowadays, Chinese food getting to be all the more magnetic and getting overall acknowledgement Malaysian Chinese nourishment actually originated starting with terrain Chinese food. However, need been impacted by local ingredient and dishes starting with different societies in spite of it remains uniquely Chinese. Those dominant part of the Chinese meals have pork alternately non-halal stuff among their essential parts, yet because of those ubiquity and exceptional taste of the

Chinese cuisine, some restaurants in Malaysia have decided to serve sustenance with halal parts and still utilizing those same ideas similarly as Chinese food. There are chicken options or other permitted meat available which can replace pork and thereby make the restaurant Muslim-friendly. The Malays are of the Muslim faith and comprise the majority in peninsular Malaysia. Muslims are prohibited from consuming pork; however, it might devour different sorts from claiming meat if it is butchered as stated by Muslim rite. Because of the extensive Chinese Muslim populace in Malaysia, huge numbers of Chinese Muslim restaurants are run by Chinese Muslims. However, non-Muslims who are Chinese and other races are also going to Chinese Muslim restaurants to experience or to dine there, even though they can eat at Chinese restaurants owned by non-Muslim Chinese. Likewise, lifestyles have transformed. Furthermore, feasting gets to be an ever increasing amount from the ordinary, a lot of people are craving for new flavors. Around the few investigations for ethnic restaurants, topics centered for customers' motivations, Choice criteria for consuming in an ethnic restaurant, and the part of genuineness to ethnic restaurants. [15, 6, 5, 4, 18].

The reason for this paper is to find out on the relationship of atmospheric and customers' fulfillment at Chinese Muslim restaurant previously in Shah Alam. Malaysia consists of a multicultural people, moreover multi-ethnic nation over furthermore this national design around contrasts ought to make ordinary to further bolstering dependably extension. [6], [18]. Particular case reflection for this social and ethnic differing qualities is those mixed bag and thriving for ethnic restaurants in the Malaysian food service showcase. Malaysian ethnic nourishment market generates 21. 8 million ringgit Malaysia previously, yearly sales, around 65% for which will be starting with the food service business (Malaysian Food and Drink Report, 2010).

II. PROBLEM STATEMENT / PURPOSE OF THE STUDY

Nowadays, the huge number from claiming Chinese Muslims over Malaysia, restaurants catered alternately

possessed toward Chinese Muslims would right away expanding and catering should the greater part races clinched alongside Malaysia. Chinese restaurants may be normal to the majority of people in Malaysia, in as much as a Chinese Muslim restaurant could a chance to be new for others. Environment in other restaurant such as fast food, family restaurant would be a normal view and portray the service of the restaurant itself. Hence, atmospheric need has been a standout amongst those practically imperative elements of customer fulfillment and behavioral intentions which would in this the event pertaining should return to intentions [10].

It might be fascinating should recognize issues of client fulfillment what's more return to intentions that relate for environment be that as there need been little discourse on the present examination around this study. There need been a couple researches exploring those key qualities influencing client fulfillment What's more return to intentions for ethnic restaurants, which are about national premium to restaurant operators. Often, one of the factors is atmospheric has been seen as one of the most important factors that determine customer satisfaction and behavioral intention which is revisited intention in the service industry [1]. Diverse customers' fulfillment might make dictated As far as tastes, drives and upbringing. Variables influencing client fulfillment will be also applicable with other restaurants and other food operator. Customer support and fulfillment need aid credited to those presences and the growth of these restaurants.

As a result, seeing each customer's different necessities may be the key to the restaurants to keep up and expand their market on this hostility and competitive environment. Thus, the reason for this study is to distinguish the key Components for customer fulfillment in this sort from claiming restaurants, to be specific Chinese Muslim restaurants. Nine Chinese Muslim restaurants in Shah Alam were chosen. Moreover, this study also plans on figuring out the critical relationship of customer fulfillment and customer return to intentions pertaining to these nine restaurants.

III. METHODS AND MATERIAL

This study aims to identify and to seek positive relationship between atmospheric towards revisit intention. The instrument for the study were adjusted and adopted by [1] and [7]. Then, the following hypotheses were developed.

H1: There is significant relationship between atmospheric towards customer satisfaction.

H2: There is significant relationship between customer satisfaction and revisit intention.

A. Research Design

This is a quantitative research which investigates relationship of variables, evaluation of demographic information and adapted a questionnaire from several researchers [11].

B. Questionnaire

In this study, an organized group-administered questionnaire was used and 7-point interval scale form was chosen (i.e. 'strongly oppose this idea with determinedly agree) might have

been made to measure those levels about customer satisfaction, food qualities and benefits qualities. Rationally to gather information might have been gotten starting with restaurant managers.

C. Population and Sampling

Initially, 395 respondents voluntarily accomplished the questionnaire. Unfortunately, 35 questionnaires has to be discarded due to missing information and it end up with 350 accepted questionnaires. As stated by [16], questionnaire. Reference [8] suggested a minimum sample size of 250 by considering 5% of accuracy, 95% of confidence level and 50% of variability estimated in the population. The systematic sampling method was used to reduce the biases, by 2 different times in a day for data collection (i.e. 12.00pm to 3.00pm and 6.00pm to 10.00pm).

IV. ANALYSIS AND RESULTS

A. Reliability Analysis

Cronbach alpha coefficient is an index internal consistency that indicates the range to which the scale items are highly inter-correlated. Acceptable Cut-off point of this internal consistency was >0.7 , however, 0.5-0.6 is still acceptable (Bowling, 2002). The alpha values for the constructs ranged from 0.84 to 0.92 for each construct surpassed the lowest requirement of 0.7, certifying acceptable internal consistency by [20, 14].

B. Descriptive statistics & analysis

Respondents' demographic profiles showed among the 350 valid respondents, females accounted for sixty (60) percent of the diners and male respondents, forty (40) percent. The average ageist of the respondent is between 20 and 29 years old. Respondents who like to dine at Chinese restaurant were singles which are 66 percent, 22.8 percent were married, followed by 11.2 percent who were divorced. The most outstanding number from that choose Chinese Muslim restaurant were graduates basically starting with school or college. The customer profile data demonstrates that those greater part of Chinese Muslim customers, disparaging Chinese Muslim restaurants, are school alternately school graduates whose family incomes need aid between of three thousand with five thousand ringgit Malaysia.

C. The significant between relationship of atmospheric and customer satisfaction

Past researches have been writing about this and they have shown that atmospheric prompts customer fulfillment [3]. Built upon these findings, atmospheric is a paramount element about customer fulfillment. [1]. As a result, the findings show that there is a significant relationship (p -value = 0.035) between atmospheric and customer satisfaction when it comes to dining in Chinese Muslim restaurant. Thus, the hypothesis is accepted at $\alpha = p$ -value (0.035). There is a direct and positive relationship between atmospheric and customer satisfaction as shown in the findings.

TABLE I. CORRELATION ANALYSIS OF ATMOSPHERIC

V. DISCUSSION

Items	Description (n=360)	Overall, satisfaction R ² (p > 0.05)
Section C		.035
1.	Lighting in the restaurant was appropriate.	.037
2.	Adequate parking was available.	.009
3.	The restaurant was clean.	.012
4.	The decor was visually appealing.	.025

* Correlation is significant at the 0.05 level (2-tailed).

D. The significant relationship between customer satisfaction and revisit intention.

Those associations between atmospheric, client fulfillment and revisit intention gained respectable consideration for other past literature. [2, 3, 9, 12, 13, 19]. Inside this research area, a few studies investigations need accounted for those positive relationships between customer fulfillment and return to intentions [3, 7, 13]. In this research those huge relationships might have been acknowledged as those discoveries indicated that there exists a huge and certain relationship (p-value =0.012) the middle of customer fulfillment and revisit intention.

TABLE II. CORRELATION ANALYSIS OF REVISIT INTENTION

Items	Description (n=360)	Overall, satisfaction R ² (p > 0.05)
Section F		.012
1.	I would like to come back to this restaurant	.012
2.	I would like to recommend this restaurant to my friends or others.	.022
3.	I would say positive things about this to my friends and others.	0.44

* Correlation is significant at the 0.05 level (2-tailed).

Relationship analyses were led with recognizing a large portion prevailing variable that impacts the customers' fulfillment at Chinese Muslim restaurants. Concerning delineation demonstrated in the discoveries to relationship dissection there exists a robust association the middle of client satisfaction and return to proposition of customer since its Pearson correlation coefficient have been 0.012 at those huge level = 0.05. The findings indicate that the customer satisfaction ($\beta = 0.702$, $p = 0.000$) was discovered on make essentially and more positively influencing those customers' return to intentions when it hails to Chinese Muslim restaurants. The value of R² (0.592) implied that this result explained about 59.2% of the total variance in revisit intentions towards Chinese Muslim restaurants.

A. Atmospheric attributes and customers' satisfaction

Those score pertaining of the climatic qualities, furthermore customer fulfillment being toward to palatable level. The main research objective and research inquiry about this study recommended will figure out if atmospheric is a paramount precursor about customer fulfillment. It is paramount of the workers to take note that atmosphere of the restaurant, for the most part acknowledged and significant relationship that helping of the customer fulfillment. Directing, including in the restaurant industry alternately business, it might said that portraying the atmosphere of the restaurant prompts the effective and efficiently, also viewed and considered as one of the restaurant quality. Hence, for the restaurant service attribute among atmospheric or environment, environmental cleanliness, interior design adequate parking and lighting were significant predictors at 0.05 levels. Based on the correlation analysis, cleanliness is the vast contributing factors to restaurant prompt customer fulfillment and starting with customer fulfillment required those biggest sway ahead on revisit intention, indicating the significance of decor' and adequate parking also gives satisfaction to customer satisfaction for customer revisit.

B. Customers' satisfaction and revisit intention.

There exists a huge association between customer fulfillment and revisit intention. In spite of instinctively higher levels from claiming customer fulfillment if prompt higher levels for customer return to intentions, those relationships don't constantly so much exist. Customer indifference, accessibility of aggressive substitutes and low costochondritis about exchanging for instance might bring about a circumstance the place customer need aid satisfied, yet they abandon on different offerings [17]. Then again this study discovered that there is a positive and significant relationship between customer fulfillment and revisit intention. The researchers believe that, assessing customer satisfaction in the full-service restaurant industry is useful. It is additionally accepted that whether restaurant owners genuinely need to pick up a focused edge, they must continually battle until they could build a higher level of customer fulfillment. This can be achieved by emphasizing the two significant factors in customers' satisfaction, thus nurturing their revisit intention. Therefore, at the same time customer fulfillment need an outstanding effect for repeatable visits and revisit intention, customer devotion really required if this restaurant may be to remain likewise a standout amongst the favored restaurants to return to.

VI. CONCLUSIONS AND RECOMMENDATIONS

Finally, the conclusion provides for a short outline and gives an understanding of the critical relationship between these variable, namely, customers' satisfaction towards revisit intention. The researcher hoped that the discoveries about this study would satisfactorily clarify customer fulfillment and atmospheric restaurants if concentration is put on this significant component which is to improve customer fulfillment. All of other variables such as service, food, atmosphere or environment and price fairness were also significantly related to customer satisfaction and revisit intention. Hence, customer fulfillments need the greatest effect looking into return of expectation.

A few limits of the study should be tended too. In summary, areas for further study are needed for future look into consumers' behavior pertaining to sustenance and administration utilization. The point of interest is also ought to be incorporated by giving a point by point overview of the food service operator and price fairness. It may be likewise fascinating to figure out how those food service providers, in this instance the Chinese Muslim restaurant owners, comprehend those contrasts between their sustenance societies and other individuals' sustenance societies from different perspective. Moreover, it is important to figure out the culturally diverse factors and their impacts around consumers' nourishment utilization and fulfillment. Thus, future research ought to further bolstering consider a longitudinal approach. This research might also uncover the genuine reason of family feast in a specific restaurant. There might be different purposes behind setting off with a specific restaurant for example, such as benefits of the business relationship, crew gathering alternately, in any case this will even now stay a suspicion until further scrutinize will be embraced. It will be a chance to be acknowledged that it could provide deeper information for those individuals' involved in full-service restaurant such as chiefs and supervisors.

Future research ought to explore those specific areas about enthusiasm need and how consumer characterize sustenance qualities those degrees to which purchasers need aid proficient of Chinese Muslim nourishment society and the thing that component consumers distinguish as the most critical factors that cause them with act distinctively to such an ethnic restaurant, whether there will be any distinction. It will be likewise fascinating with figure out how those food service providers; in this case, those Chinese Muslim restaurant holders see all the contrasts between their sustenance societies and other individuals' sustenance societies starting with a *bird's eye* perspective? Moreover, it may be imperative to figure out the culturally diverse factors and their impacts around consumers' food consumption and fulfillment.

Other than that, this contemplates also uncovered that there is a necessity to further far reaching research to be embraced. It is accepted through this far reaching research it will uncover the genuine motivation behind the reason of family feast in the specific restaurant. There might be different purpose behind that reason such as point benefits of the business relationship, crew gathering alternately, yet this will still stay a suspicion until further research are embraced. It is additionally accepted that it might a chance to be time permits with furnish deeper knowledge under those variables that full-service restaurant holder and supervisors compelling reason on anxiety clinched alongside their aggregate advertising.

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